

LIFE

NELSON ROCKEFELLER

APRIL 27, 1942 **10** CENTS
YEARLY SUBSCRIPTION \$4.50



Said the soldier...to the sailor...to the marine...

"Swell as next month's pay"... "smooth as a sailor's hornpipe"... "tops!—would make a leatherneck sing!" Quite a corps of compliments! But Betty's coffee deserves every bit of it. It's A&P Coffee, of course... offering finer, fuller, fresher flavor... and winning the preference of every 7th family in America!

You'll thrill to the magnificent flavor of A&P Coffee. Whether your palate prefers Eight O'Clock, mild and mellow; Red Circle, rich and full-bodied; or Bokar, rich and winery; you'll find your choice *just right*. It's "tops" in quality because that quality has been guarded from source to sale. And it leads in thrift because A&P brings it directly to you.

Welcome to A&P—and welcome to the same high quality and real thrift

you'll find in the many other fine foods made and sold exclusively by A&P. These best buys include the 33 Ann Page Foods, Marvel Bread and Jane Parker Cakes, Rolls and Donuts, A&P Coffees, White House Evaporated Milk, and many others. Coming to you direct from A&P factories, they give you very welcome savings.

Change this very day to A&P Coffee. Visit our Coffee Department. Tell the clerk exactly what coffee-maker you own—and prepare yourself for a delightful treat with *Custom Ground* A&P Coffee.



*Many A&P brands bring you savings up to 25% compared to prices usually asked for other nationally known products of comparable quality. You'll enjoy the goodness of our—

Marvel Bread and Jane Parker Cakes,
Rolls and Donuts
The 33 Ann Page Foods
A&P Coffees
White House Evaporated Milk
34 A&P Canned Fruits and Vegetables
Sunnyfield Flours... and many others

SOLD EXCLUSIVELY AT A&P

HERE'S THE COFFEE OF MAGNIFICENT FLAVOR

CONSUMER FACTS: Each type of coffee-pot brings boiling water into contact with ground coffee for a different length of time. Hence coffee should be *Custom Ground* a different degree of fineness for each type of pot. That's why "any grind for every pot" is wrong. So you get more flavor, better flavor with *Custom Ground* A&P Coffee.



© 1942—The Great Atlantic & Pacific Tea Co.

Is
**INFECTIOUS
DANDRUFF**
threatening the health
of your scalp?



...start now with **LISTERINE ANTISEPTIC and MASSAGE!**

ARE you bothered by any of these symptoms . . . itchy scalp and inflammation, telltale flakes that fall on your collar?

If so, better get started right now with Listerine Antiseptic and massage, for you may have the infectious type of dandruff. Neglect may aggravate the condition. And don't rely on so-called "overnight" remedies—you can't expect to treat a stubborn infection with one application.

Medical Treatment for an Infection

If you have an infection in which germs are active, your common sense tells you that one of the best ways to attack it is to use an antiseptic with germ-killing action. That's why Listerine Antiseptic and massage is especially fitted to fight infectious dandruff. Listerine acts four ways to combat this condition:

1. Listerine Antiseptic gives both hair and scalp a cooling, invigorating, antiseptic bath which kills millions of germs associated with infectious dandruff, including *Pityrosporum ovale*, the queer "bottle bacillus" which many leading authorities recognize as a causative agent of infectious dandruff.
2. Listerine loosens and removes ugly, telltale dandruff flakes and scales.
3. Listerine relieves itching and inflammation.
4. Listerine makes your scalp feel healthier, your

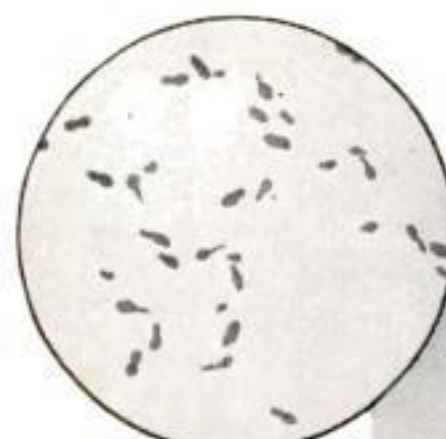
hair look cleaner.

Why fool around with make-shifts . . . why dally with an infectious dandruff condition? Start now with Listerine Antiseptic and massage, the *tested, easy, delightful* home treatment which has done so much for so many!

76% Got Improvement in Clinical Tests

Remember that Listerine, when tested clinically, under the most exacting conditions, came through with flying colors! The cold figures? In a series of severe clinical tests, 76% of the dandruff sufferers who used Listerine Antiseptic and massage twice a day showed complete disappearance of, or marked improvement in, the symptoms within a month!

And from homes all over America, enthusiastic, *unsolicited* letters have been received! Countless men and women write in, praising Listerine unreservedly for the help it gave them in their dandruff problems.



Pityrosporum ovale, the strange "bottle bacillus" regarded by many leading authorities as a causative agent of infectious dandruff.

The LISTERINE Treatment

MEN: Douse full strength Listerine Antiseptic on the scalp morning and night. **WOMEN:** Part the hair at various places, and apply Listerine Antiseptic right along the part with a medicine dropper, to avoid wetting the hair excessively.

Always follow with vigorous and persistent massage. Continue the treatment so long as dandruff is in evidence. And even though you're free from dandruff, enjoy a Listerine massage once a week to guard against infection. Listerine is the same antiseptic that has been famous for more than 50 years as a mouth wash and gargle.



HONESTY
shines forth from a product just as it does from a man. You will find it in **LISTERINE TOOTH PASTE**

This One



ZW3P-X3F-U703

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How to see twice as much of your America

ON A TRAIN TRIP TO CALIFORNIA

Are you planning a business or vacation trip to the West this year? If so, you ought to see as much of America as you can. You'll return home with a better appreciation of this land, a greater determination to help defend it at all costs.

Southern Pacific, the West's biggest railroad, offers you a simple, inexpensive way to see twice as much of America on your trip to California. We offer you this plan subject to the needs of war traffic, which naturally has priority over everything else on our lines.

Here's how you can see America from border to border and coast to coast: go West on one



of our Four Scenic Routes and return on another S. P. route. Thus you will see an entirely different part of your United States each way. You'll see *twice* as much for not 1¢ extra rail fare (from most eastern and mid-western places). For example:



1. Shortest route to San Francisco is S.P.'s Overland Route—across Great Salt Lake, thru Reno, close to Lake Tahoe, over the High Sierra. Ride the swift Streamliner *City of San Francisco*, *Overland Limited*, *Pacific Limited* or economical *San Francisco Challenger*.



2. Mission San Miguel is one of the sights you see from Southern Pacific's streamlined *Daylight*, as you speed from San Francisco to Los Angeles along the California coast. (Another *Daylight* joins San Francisco and Los Angeles through the San Joaquin Valley.)



3. Next stop, Los Angeles! Here you can relax on broad beaches beside the blue Pacific, see Hollywood, orange groves. Then board our luxurious *Golden State Limited* or money-saving *Californian* for your trip home through Southern Arizona and El Paso.



4. Carlsbad Caverns National Park is a thrilling experience. Quickest way to see the Caverns is from El Paso on Southern Pacific. You can arrive in El Paso on a morning S. P. train, enjoy the complete Cavern tour, and continue your trip on another S. P. train that night—on our Golden State Route through the middle west, or Sunset Route through San Antonio, Houston, New Orleans and the Old South.

We have luxurious streamliners, economy trains and non-extra fare limiteds to serve you.

S·P
The Friendly
Southern Pacific
Railroad

Free Color Guide Book!

Mail this coupon and we'll send you, free, our 32-page guide book to the West, illustrated with 63 natural color photographs. Address O. P. Bartlett, Dept. LE-42, 310 So. Michigan Ave., Chicago, Illinois. This offer is restricted to adults only.

Name _____
Address _____
City _____ State _____
If child, please give age _____

LETTERS TO THE EDITORS THREE MEN ON A RAFT

Sirs:

There is no doubt that the epic story of *Three Men on a Raft* (LIFE, April 6), as related by Aviation Chief Machinist's Mate Harold F. Dixon, is one that will rank, if not surpass, the famous voyage of Captain Bligh many years ago.

But what epitomized the courage of the men for me was that upon reaching land in their emaciated and tortured condition, their initial thought was to march ashore in a military fashion in case the island was Japanese. No crawling for these boys.

There lies the answer of the "decadent" democracies to Hitler, Mussolini and Hirohito.

ALBERT URDANG

Newark, N. J.

Sirs:

Harold F. Dixon should submit LIFE for April 6 to the Navy Quartermaster. Army Field Ration "D," described in the same issue, would occupy but little space in a life raft and I am sure cramped quarters are preferable to starvation. A can, 10 in. by 12 in., should easily hold sufficient rations for a month.

How about an emergency flashlight affixed to the raft? With iron rations and a means of signaling, Dixon and his mates could have been spared considerable suffering.

MORRIS LEVIN

Richmond, Calif.

Sirs:

Since food is such a problem on rafts and boats adrift, why not add a few lengths of fishing line and tackle as part of standard equipment? A few strips of pork rind, along with the hooks, could be used as initial bait and then entrails of what was caught for further bait. All of this stuff could be attached to boat or raft in a packet not over a few inches in size.

DAVID LAX

New York, N. Y.

STEWED SHOE

Sirs:

Your article in the March 30 issue on the revival of Charlie Chaplin's *Gold Rush* prompts the following explanation of the shoe-eating scene.

This scene remained very vividly in my mind for some time after I saw the picture and I think it occasioned more comment than any other scene. A few years ago a patient of mine in San Francisco told me the story. He was one of the last remaining independent licorice manufacturers in the West and was



CHAPLIN EATS HIS SHOE

available because of his telephone listing. One day he received a telephone call from a studio representative in Hollywood, asking him if he could make a licorice shoe. He replied that he might be able to roll licorice to look like leather. On the following day the studio representative came to San Francisco and it took my patient a week to get the licorice of the desired thickness and appearance. It was from this material that the famous shoe was made by a shoemaker.

CHARLES L. TRANTER, M.D.
Reno, Nev.

(continued on p. 4)



\$50,000
Complete
WITH
2½ DOLLARS WORTH
OF FASTENERS

There are about two-and-a-half dollars worth of Dot snap fasteners in an Army tank. Inconspicuous as they are, they have to be tough, tight, and unfailingly strong. They have an important job to do, and lives may depend on the way they do it.

Although our share is small we are proud to have a useful part assigned to us in supplying both matériel and Service equipment for the armed forces of the United States.

UNITED-CARR FASTENER CORP., Cambridge, Mass.

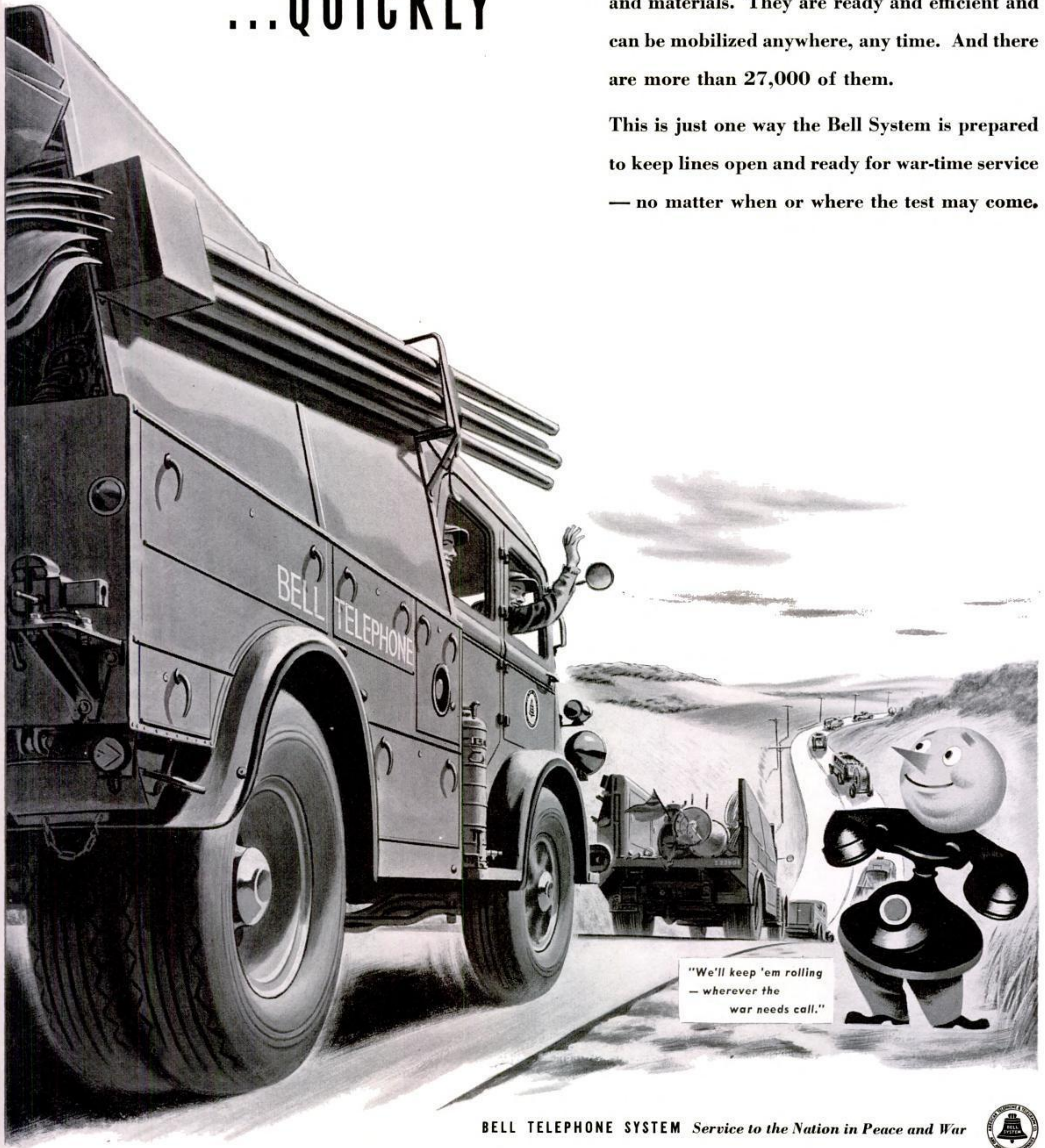
DOT
REG. U.S. PAT. OFF.
SNAP FASTENERS

Ready to go anywhere ...QUICKLY

It's reassuring these days to see those sturdy Bell System trucks along the highway.

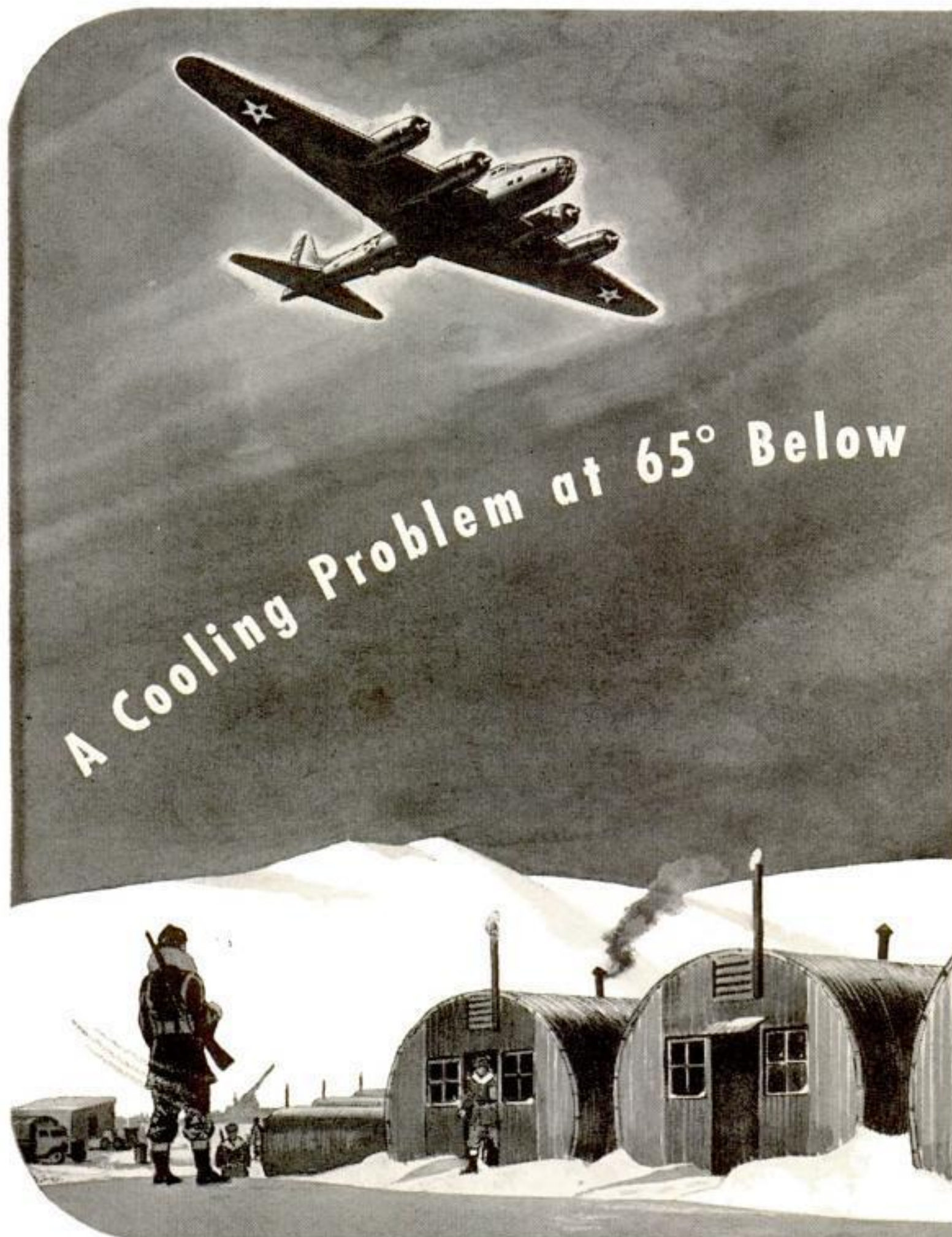
They are mechanized motor units. Each has a highly skilled crew; each has its own tools, power and materials. They are ready and efficient and can be mobilized anywhere, any time. And there are more than 27,000 of them.

This is just one way the Bell System is prepared to keep lines open and ready for war-time service — no matter when or where the test may come.



BELL TELEPHONE SYSTEM *Service to the Nation in Peace and War*





One of the incredible problems of high altitude flight is to keep engines cool, even in temperatures of minus 65° and lower.

AiResearch engine oil coolers and supercharger intercoolers on one Flying Fortress, cruising at 35,000 feet, have a job to do equivalent to that of 1,800 refrigerators of the type used in your home.



AiResearch Oil Cooler for controlling temperature of engine oil.



AiResearch Intercooler dissipates heat generated by superchargers.

To meet these problems of heat transfer at greatly varying temperatures and pressure, different on each new type of airplane, AiResearch engineers and craftsmen are working 'round the clock to assure complete superiority for future American aircraft.

AiResearch Manufacturing Company

Division of The Garrett Corporation

Inglewood, California

HEAT TRANSFER PRODUCTS
CABIN PRESSURE CONTROL EQUIPMENT



AiResearch

TO THE END THAT AMERICAN AIRCRAFT
WILL FLY EVER HIGHER, FASTER AND FARTHER

LETTERS TO THE EDITORS

(continued)

BOMBER TASK FORCE

Sirs:

Your story of the Bomber Task Force (LIFE, April 6) was wonderful. I think that such explanations of our fighting forces' equipment do a lot to boost public morale and give the people added confidence in our war effort.

J. STUART NICHOLS

Forest Grove, Ore.

Sirs:

LIFE says, "The best navigator in the world could get lost if his pilot wandered." We hardly think it is accurate to say this. A "wobbling" pilot makes a navigator's task harder and his work less accurate, BUT, as for losing us, NO SIR!

Five minutes of steady flight will be enough for us to secure a celestial determination of position from sextant observations, which gives us our position within 25 miles or less. As a matter of fact, at Kelly we regularly perform "follow the pilot" missions, during which we have no knowledge of the destination, which the pilot may seek by a devious path with as many as ten or eleven turns in two or three hours.

CLASS 42-7-C

Navigation Cadet Detachment
Air Navigation Training School
Kelly Field, Texas

ARMY HOSTESS UNIFORMS

Sirs:

Here's something else about the *Kodiak Bear* (LIFE, March 30). The *Range Finder*, published for Camp Callan in La Jolla at the southern tip of California, is mailed each week to the den of the *Kodiak Bear*. The editor requests cuts if something catches his eye.

The enclosed story and pictures on different conceptions of Army hostesses



"ESQUIRE"; "HARPER'S BAZAAR"



"ARMY MANUAL"

ran in the *Range Finder* recently. Impressions were paperized by Artist-Author Corporal John Zane. They were sent to Lieut. Craft last week at his request, and may eventually emerge from the far north via the *Bear*.

The various uniforms are as they would be designed by 1) *Esquire*, 2) *Harper's Bazaar*, and 3) the *Army Manual*.

ERNEST K. HILL
1st Lieut., C.A.C.

Camp Callan, Calif.

(continued on p. 6)

MAKE SURE YOUR
RADIATOR'S

"A1"

1 MAKE SURE IT'S CLEAN

Get rid of the dirt that can clog up your radiator. Use Mobil Radiator Flush. It quickly dissolves grease, and emulsifies rust and scale so that they drain off easily. It is not caustic and is entirely safe to use. Leaves your car's cooling system clean, efficient.



Mobil Radiator Flush



2 CHECK RUST AND SCALE

By adding Mobil Hydrotone to the water in the radiator, you guard against further rust, scale and corrosion. It neutralizes corrosive action and treats the metal surfaces so that rust and scale won't form. One can last for months—costs only 49¢.



Mobil Hydrotone

Buy Where You Buy Mobiloil or Mobilgas

Mobil Specialties

MOBILGLOSS • MOBILWAX • MOBIL STOP-LEAK
MOBIL HANDY OIL • MOBIL RADIATOR FLUSH
MOBIL WINDOW SPRAY • MOBIL UPPERLUBE
MOBIL HYDROTONE • MOBIL SPOT REMOVER

BY SOCONY-VACUUM





We've stolen a year's march on the Axis

**Right NOW we're building airplane engines at the rate
we were expected to hit in late Spring 1943**

*Listen to this, enemies of
America:*

You probably know our first assignment in Uncle Sam's war program — building engines for Army aircraft.

Maybe you even knew what our production schedule was supposed to be — though we won't repeat it, on the chance you haven't heard.

But we will let you in on this, just by way of giving you something to chew on:

All during the month of March we built engines at the rate set for next December.

In the first three months of '42, we turned out as many plane power plants as were asked of us *by the end of June.*

As for this month's output — April — it's already 1943 by our

rate-of-production calendar; engines are now rolling off the line at the pace projected for *a whole twelve months from now!*

And if you add April's engines to those we've already built, they total more than were expected of us *by the end of this coming September.*

We can tell you something else — these engines are *good*. They're built to be *unbeatably* good; there are as many man hours of work in one of their crankshafts as in a whole Buick car.

The *very first one* passed Uncle Sam's tough requirements with colors flying, and one of the first dozen (which is something of a record) faultlessly passed the type test in record-breaking time.

They're passing flight tests, too,

very handsomely — doing their job in a way to match the gallantry of the boys who fly them.

And all the while we're stepping up the number of men at work. One of our plants had more than three times as many men on the job in March as three months earlier, while another had almost four times as many.

So we're doing pretty well with our time, short as it is. Yet we're far from satisfied.

We've squeezed six months into three, will squeeze a year into six, and we're going on from there — which looks like we've stolen a year's march on your calendar, doesn't it?

All of which we thought you ought to know in case you're revising your timetable.

Buick—a division of General Motors

war goods
**WHEN BETTER AUTOMOBILES ARE BUILT
BUICK WILL BUILD THEM**

No other leading dentifrice gives
such Beauty to Teeth
with such amazing

Safety

Wonderful new liquid dentifrice,
Teel, cleans and beautifies your
teeth the safest way—without
scouring ingredients!

Of course you want your teeth to sparkle with dazzling natural beauty! But do you want this *temporary* beauty at the expense of some *lasting injury* that will mar their loveliness? Well, millions of Americans, unfortunately, are using dentifrices containing ingredients which *can* cause this injury.

Yes! Most dentifrices today have scouring materials in them, so fine you can't notice them. Tests show these scouring ingredients can gradually cut grooves or cavities in the soft part of the tooth along the gum line—when this part is exposed by receding gums, as so often happens. All too often then teeth lose their beauty, may grow painful and require filling, too!

Why Teel avoids this serious injury!

Teel, wonderful new liquid dentifrice, is different from any leading tooth paste or powder. Not only because it is *liquid* . . . but because it contains *no scouring ingredients*, as other popular dentifrices do!

That's why, of all leading dentifrices today, tests prove Teel is the only one which simply cannot cut ugly gum-line cavities in the exposed, soft part of the teeth.

And yet, Teel helps brighten and beautify teeth thrillingly! In fact, no other leading dentifrice does such a wonderful cleansing job . . . with such amazing safety. For, instead of scouring ingredients, liquid Teel depends for its super-cleansing action on a new-type, patented, cleansing ingredient. Thus, Teel is actually as safe as water on teeth.

So for bright, naturally shining teeth . . . with complete safety, too . . . change to Teel. You'll love Teel's refreshing taste—and you'll be thrilled by the beauty results! To further protect the beauty of your teeth, visit your dentist regularly.

AT DRUG, DEPARTMENT
AND 10¢ STORES



Change to
Teel
THE NEW LIQUID DENTIFRICE—
USE IT INSTEAD OF TOOTH PASTES AND POWDERS

THIS SIMPLE TEST WILL TELL YOU WHETHER YOUR TEETH ARE IN DANGER



Starting from the gums, run your fingernail up and down several teeth. If your nail catches on a groove near the gum (grooves usually come first in the "eye" teeth) then you know the soft part is exposed and in danger. So choose your dentifrice carefully! Play safe! Start right away to use Teel—new liquid dentifrice guaranteed to contain no scouring materials.

LETTERS TO THE EDITORS

(continued)

EPISCOPAL CONFIRMATION

Sirs:

I want to pass on to you our congratulations and thanks for the excellent coverage of a Confirmation service in North Carolina (LIFE, April 6). Bishop Penick of that diocese was concerned lest the matter be covered without proper reverence. We assured him that we were entirely certain LIFE would handle it well—and you surely did.

JOHN W. IRWIN

National Council
Protestant Episcopal Church
New York, N. Y.

SOLDIERS' SUNDAY DINNER

Sirs:

I read your story about how soldiers are taken to Sunday dinner (LIFE, March 23), and I would like to bring your attention to a couple on the West Coast who, having started last January, have continuously every Sunday had soldiers out to their home for dinner and have topped off each Sunday by having a party for the boys.



MOMMIE'S & POPPIE'S PARTY

I have yet to introduce them to you. They are Mr. & Mrs. Fred Gooden of Anaheim, Calif. ("Mommie" & "Poppie" to us), and to them we men in the service, who have been with them at their dinner parties, owe a rousing round of applause. I enclose a snapshot of one of their parties, with Mommie and Poppie seated on the back of the truck.

GEORGE H. WILLIAMS

Corporal, 108th Infantry
Fort Ord, Calif.

SWORD OUTWEIGHS PEN?

Sirs:

We are sure Mr. Roosevelt received a thrill when Commissioner Sayre presented him with the dead Jap's sword (LIFE, April 6). It will make a swell museum piece for our President but—we are wondering how many letters could have been brought to anxious mothers, fathers and brothers instead. Commissioner Sayre will make a valuable addition to the "boondoggling" ranks of Washington.

IRIS PRIBBLE

Hobbs, N. Mex.

● Let Reader Pribble keep cool. The mail got through too.—ED.

VICTORY GARDENS

Sirs:

Permit me to congratulate you on the beautiful job you did on Victory Gardens (LIFE, March 30). Not only was the feature interesting and attractive, but it contained a good deal of practical information. There is one slight correction which I should like to make and that is your figure of 6,000,000 Victory Gardens this season. As secretary of the National Advisory Garden Committee, I might point out that the goal for farm gardens alone is 5,700,000. Mr. H. W. Hochbaum, chairman of the Department of Agriculture Victory Garden Committee, made the statement recently that there would probably be at least 10,000,000 non-farm home gardens.

ANDREW S. WING

Garden Digest
Pleasantville, N. Y.

SCIENCE FINDS NEW TWO-WAY TREATMENT FOR ATHLETE'S FOOT



DAILY 2-WAY USE of Quinsana Powder is producing remarkable results. (1) On feet, helps clear up Athlete's Foot infection. (2) In shoes, helps prevent re-infection.

IN 1270 TEST CASES, using this two-way Quinsana treatment, infection disappeared in all but 6% of cases within only 30 days. Such successes are typical.

USE QUINSANA DAILY for aid in prevention and relief. Easy to use, economical. Excellent for excessive perspiration, foot-odor. 35¢ at druggists, army post exchanges, etc.



QUINSANA
A
MENNEN
PRODUCT

Pharmaceutical Division
THE MENNEN CO., NEWARK, N. J.

THE ONLY GENUINE WINDBREAKER

REG. U.S. PAT. OFF.



WATER-REPELLENT
GABARDINE

Windbreaker Is America's
Most Famous Name In Jackets
A Masterpiece of Craftsmanship
Full rayon lined for men,
boys, juveniles and ladies

SOLD AT AMERICA'S MOST FAMOUS STORES

JOHN RISSMAN & SON, Chicago

(continued on p. 9)

Will it come to this?



— you've thought of everything else

Now give a thought to your furnace

WINTER is still a long way off . . . but you had better get prepared for it now. Your furnace has had to take a lot of punishment, 24 hours a day, month on end . . . and it probably needs some attention.

The soot that has accumulated should be cleaned out, lest it choke the furnace and cause a hazardous explosion. The cracks that may have developed should be repaired as a safeguard against treacherous gas leakage.

Today, it is doubly necessary to give your heating plant a thorough check-up. Neglected, it becomes the enemy of conservation. It wastes fuel. It burns itself out.

It makes of you a saboteur of our much needed resources.

So put your heating system into the best possible condition. Have the job done right . . . by an expert. Let him make a complete inspection . . . then act upon his advice. You can entrust this important matter to the Holland heating man. Back of him is the experience of serving Holland's six million heating customers. He has both the specialized skill and the right equipment for this essential service. Making warm friends is his full-time job . . . call him in today! Phone

your Holland Furnace factory branch; ask for the Service Department. Don't delay . . . you never know what tomorrow might bring.

How About NEW Furnaces?

The times being what they are, anything we might say about the availability of new furnaces today would be subject to correction tomorrow. For the latest authentic information on this subject, consult your local Holland Furnace factory branch . . . listed in your local telephone book.

Active in the arms production program, Holland Furnace Company is also rendering an essential war-time service in helping the home front keep its present heating systems in proper working condition, in the interest of fuel and metal conservation.

HOLLAND
FURNACE COMPANY
HOLLAND • MICHIGAN
World's Largest Installers of Home Heating Equipment

HOW TO
GET THE
MOST OUT
OF YOUR
HEATING
PLANT



A DEFECTIVE FURNACE IS A DANGEROUS HAZARD . . . MAKE IT SAFE — GAS-PROOF



A DIRTY FURNACE IS A WASTEFUL MENACE . . . GET IT CLEANED — STOP THIS WASTE OF FUEL

Fires occurred in 182,000 homes during 1940 due to defective heating plants, causing damage totaling \$50,000,000.

LET US SEND YOU THIS ESSENTIAL WARTIME BOOK

Holland Furnace Co.,
Service Department A,
Holland, Michigan.

To help me do my part in saving fuel and making our heating plant give better service, send me . . . free . . . your public service book on furnace care.

Name

Address

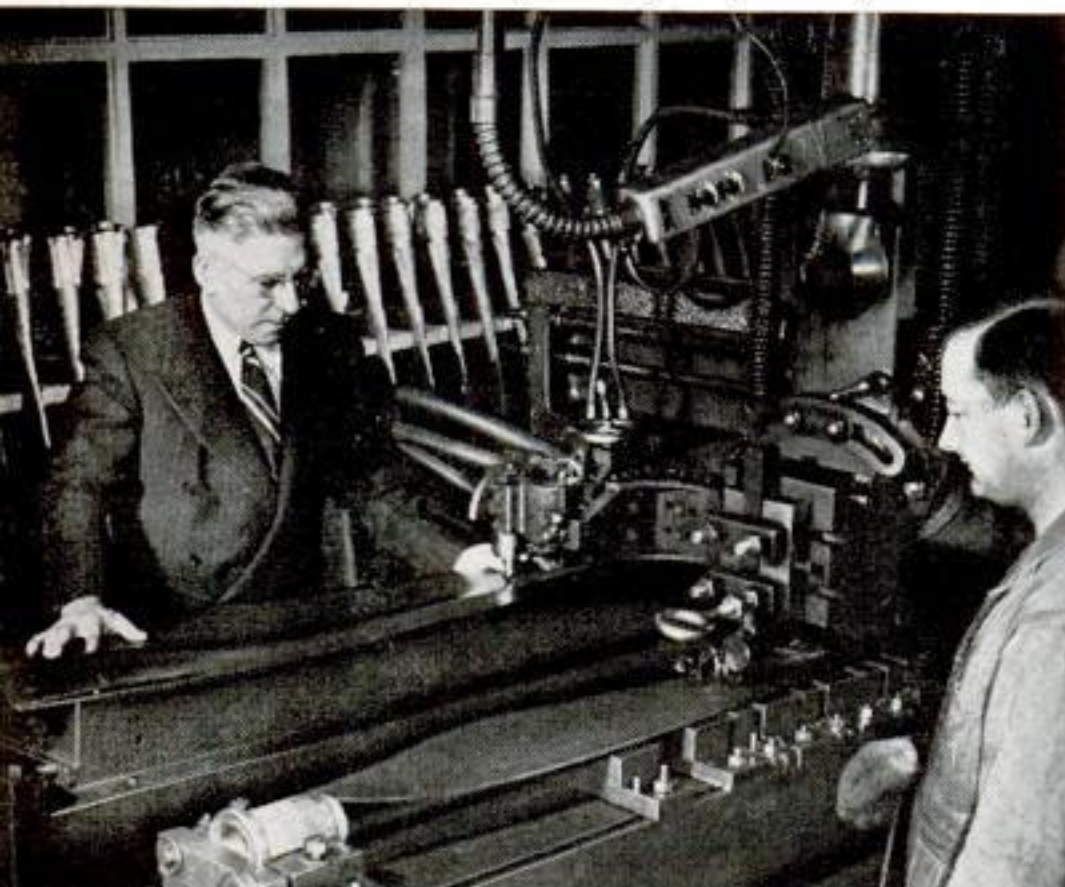
City State



There is a two-legged dynamo in Dayton, Ohio, named Ernest G. McCauley who is typical of what common-sense about a man's hearing troubles may mean to his country. McCauley is head of a company that makes "props" for training planes. His hearing

has been failing for years, but because he has no false pride about wearing a Sonotone, all his vital experience as a propeller designer at McCord and Wright Fields, and as a manufacturer, is completely available to his country in her time of need.

McCauley has so little residual hearing that without his Sonotone, he says, he couldn't go on . . . but a visitor would never know it watching him doing a double day's work in the hurly-burly of a fighting factory.

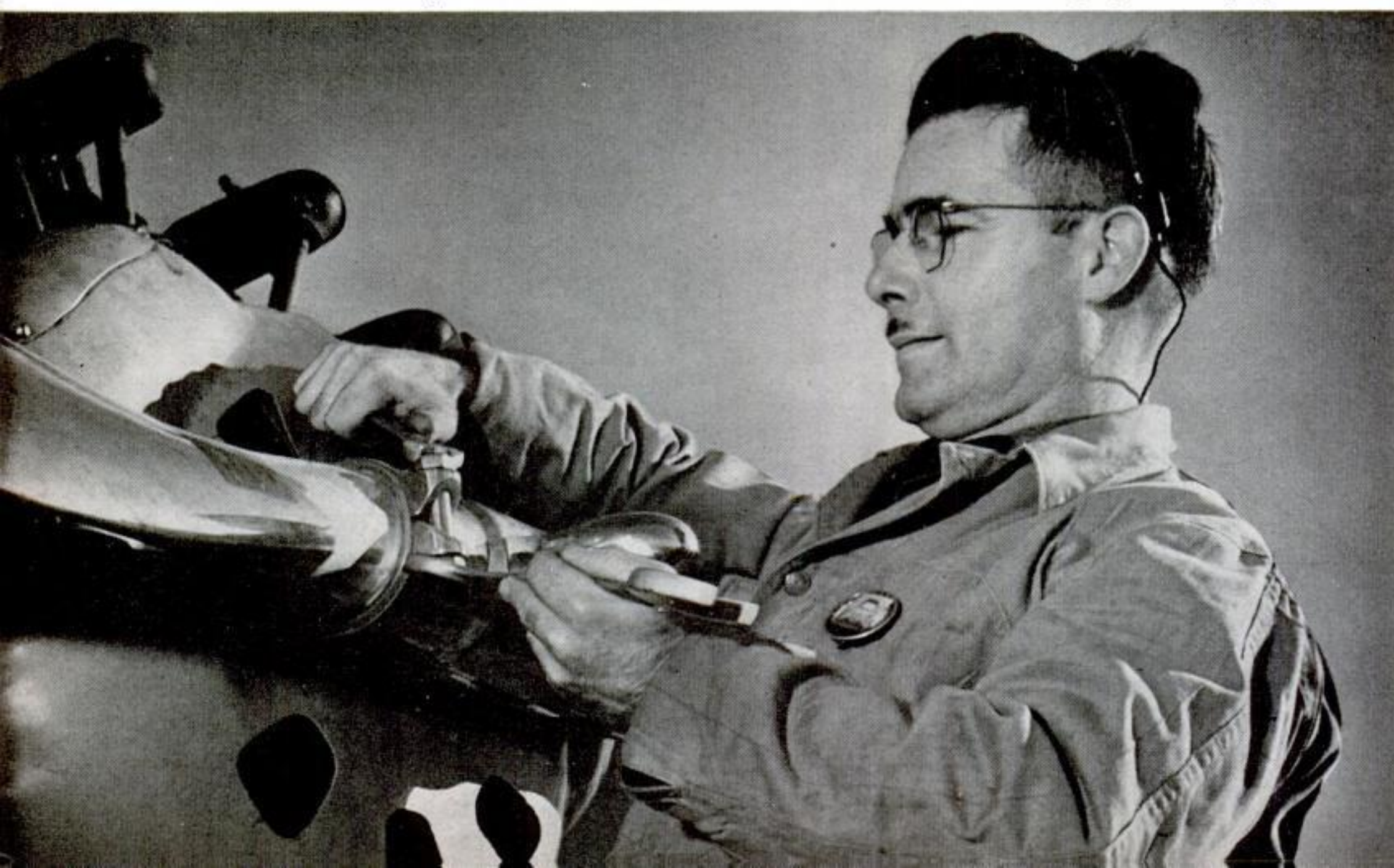


And over at Wright Field is another example of what better hearing means to America's flying men . . . a fine mechanic named Edward T. Linson, a veteran of the air fields in France in 1918. Linson lost so much of his hearing in the first World War that

If "keep 'em flying" is McCauley's motto, "keep 'em hearing" is Sonotone's keynote. By periodic audiometric checkups and unflinching service Consultant Keith C. Hayes of Sonotone's Dayton, Ohio, office seeks to insure Mr. McCauley's uninterrupted hearing.



until he got his Sonotone he had unbelievable difficulties in getting a job even as a garage mechanic. But at Wright Field a year ago, Linson passed his Civil Service rating with ease and now heads a 10-man crew testing experimental propellers.



THEY HEAR THE WINGS OF VICTORY!

SINCE December 7th, better hearing has been a "must" in American industry! It hasn't always been that way, because very frankly most employers, like most other folks, knew so little about deafness that they largely ignored it.

But overnight came the task of doubling and redoubling the nation's war production, a task that calls for every last ounce of every last American's energies. The utter folly of letting a man's head and hands go to waste just because Nature had played a trick on his ears became obvious.

Executives began to recognize a man's loss of hearing for what it is . . . a physical deficiency that usually can be helped as readily as a man's sight can be. They began to look on the man who wears a hearing aid as a man with the intelligence to correct a needless handicap. And incident after incident showed a new understanding of hearing problems . . . as when Ed Linson (left, below) taking his Civil Service tests at Wright Field, was passed by the examining physician with the remark . . . "but don't let me catch you on the field without that thing on" . . . or when one of America's great ship-building organizations gives any qualified hard of hearing man a job in its yards . . . provided he wears a properly fitted hearing aid!

There has been a radical change in the individual's attitude, too. A year ago, a man whose hearing was slipping might alibi his reluctance to do something about it with the excuse that it was his business. But today it isn't his business . . . it's his country's business! His loss is America's loss! And he knows it. And all over America patriotic men and women are saying to Sonotone consultants . . . "could a Sonotone help me enough to help my country more?"

One answer to that question is Sonotone's 12 years of scientific research which has so completely revolutionized the audicle that today nearly 95% of people's hearing troubles can be helped. And the other answer is such men as Ernest McCauley whose experience in aircraft propellers would be lost to American aviation without his Sonotone . . . and Edward Linson who couldn't get a job without his audicle . . . but with it bosses a 10-man experimental crew at Wright Field.

In war plants all over America there are hundreds of other Sonotone users who, like McCauley and Linson, have brought their hearing up to war strength!

The unremitting care in the manufacture of the tiny vacuum tubes used in Sonotone audicles is one of the many reasons for Sonotone dependability. The vacuum tube laboratory at Elmsford is the largest devoted exclusively to the making of vacuum tubes for hearing aids.



For information on Sonotone, look in your local 'phone book under SONOTONE for the address of the nearest of Sonotone's 135 offices. Or write Sonotone Corporation, Elmsford, N. Y. In Canada, write 229 Yonge St., Toronto, and in England, 144 Wigmore St., London, W. 1.





The "funnies flop"—helps you take it easy, but makes life hard for cherished stockings! If you value your lovely, fragile hose, watch out for positions like this which multiply the strain on delicate threads.

And ask for Cannon Hosiery—the hosiery that's *triple-inspected* for your protection! No hidden flaws or weaknesses—a special air-pressure detector examines every pair! You buy only Cannon's *perfect* hosiery—full-fashioned, flawless.

*Cannon
Hosiery*

MADE BY THE MAKERS OF
CANNON TOWELS AND SHEETS



There is
"MORE THAN MEETS
THE EYE" . . . in
Maiden Form BRASSIERES



That's because they are all made of the very finest materials obtainable, cut with infinite care and assembled by super-skilled workers. After many months of hard usage, they still mould and control perfectly. No wonder so many thousands of smart women will be satisfied only with brassieres which carry Maiden Form's quality-insuring label!

Shown here are "Allo-Ette" and "Intimo"—only two of a wide variety from which you can choose. Send for free Style Booklet K: Maiden Form Brassiere Company, Inc., New York, New York.

AT ALL LEADING STORES



Do your share—Buy U. S. Defense Bonds

LETTERS TO THE EDITORS (continued)

INDUSTRIAL ACCIDENTS

Sirs:

I want you to know how much the National Safety Council appreciates the splendid story and pictures on the prevention of industrial accidents (LIFE, April 6).

We regard this as a tremendous impetus to greater safety throughout the nation, industrially and otherwise. It should go a long way in arousing greater public interest in the fight to prevent accidents that are hindering the war program.

PAUL JONES

National Safety Council
Chicago, Ill.

MORE JANET BLAIR

Sirs:

Janet Blair (LIFE, April 6)! Give us more.

A. J. PARKS

Rochester, N. Y.

● For more, see pp. 94-97.—ED.

JAP EVACUATION

Sirs:

Two thousand dollars per day entertaining double-crossing Jap envoys (LIFE, Feb. 16).

Fifty-four dollars to \$94 per month to Jap internees (LIFE, April 6).

A big \$21 per month to our own boys fighting for their country.

To top it off, food to North Africa which has plenty (LIFE, April 6), to France, to Hitler!

What is the big idea?

J. A. JAMESON

Montela, N. Y.

Sirs:

In your letters column discussion of the Detroit race riot (LIFE, April 6), an indignant correspondent writes, "Surely the Negro is America's special charge."

I hereby enter the American Indian as the logical candidate for America's special charge, if national protégé we must have. Our last special charge, the Japanese, whom we introduced to Western civilization against their wishes and fostered carefully the past few decades, have not turned out so well.

ROLAND G. DOLLEY

Bangor, Maine

Sirs:

I read with great interest of the fine treatment our Government is giving the Japs in moving them to concentration areas. We too have been in concentration camps or reservations for 150 years and only say—we envy the treatment afforded the Jap.

I am an American Indian.

LONE STAR

Schurz, Nev.

"THE MOON IS DOWN"

Sirs:

I have read with considerable misgiving the "unparalleled reviews" of Steinbeck's *The Moon Is Down* (LIFE, April 6). But despite the splendid tribute to the Norwegian villagers' heroic resistance to the Nazi, and despite the novel's artful compression, still the implications of the story's curiously optimistic conclusion need critical examination. The Nazis who smashed France and drove to the gates of Moscow have not gone to pieces in little Norway.

Let Americans not forget that in these days of the machine gun and the bombing plane, of the Gestapo and the Wehrmacht, only an utter military defeat can break the Nazis' New Order and its agents.

CARLTON F. WELLS
Associate Professor

Department of English
University of Michigan
Ann Arbor, Mich.

● Amen—ED.

*Anywhere you see it
V.V.O. means Better Scotch*

THE SECRET OF BETTER SCOTCH... Martin's V.V.O. is selected *liqueur* Scotch—every drop is the pick of choice Scotch whiskies.

Also, Martin's V.V.O. is 88 proof instead of the usual 86.8—goes just a bit farther.

Enjoy the advantage of V.V.O. It costs you no more than most other brands.

Call for
MARTIN'S
V.V.O. BRAND
Blended Scotch Whisky

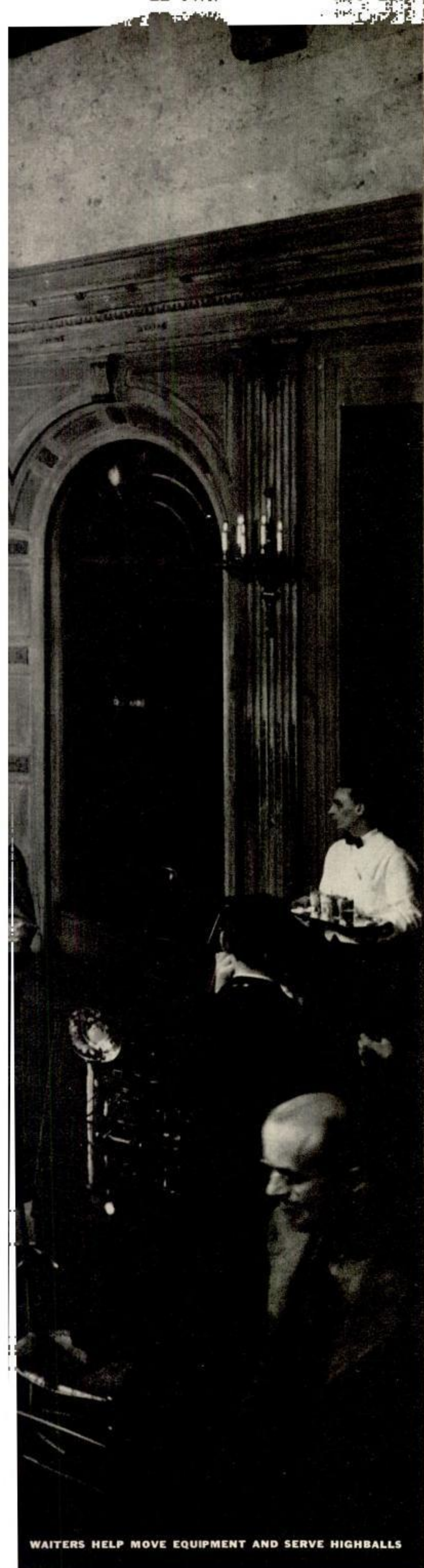
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TEACHER HEILBRON CROUCHES IN NETWORK OF ELECTRIC CABLES TO POSE HILARY HARRIS AS STUDENTS CLOSE IN. STUDIO HAS 27-FT. CEILING, LARGEST TEAK FLOOR EVER LAID.

SPEAKING OF PICTURES . . .

. . . HERE IS AN EVENING'S HAUL OF A PHOTOGRAPHY CLASS



WAITERS HELP MOVE EQUIPMENT AND SERVE HIGHBALLS



BY J. BURTON BEEL



BY TERRENCE O'BRIEN



BY MILTON GOLDSTANDT



BY H. G. BOLLMAN



BY STUYVESANT PEABODY



BY STUYVESANT PEABODY

The baronial hall pictured here was once the music room in one of Chicago's most luxurious homes—the Isham mansion. It knew the rich and great; Paderewski played here. Today its cloistered dignity is shattered with clockwork regularity when Kenneth Heilbron, who rents it as a photographic studio, throws it

open for weekly meeting of his Monday Night Club.

The Monday Nighters, twelve in number, who have signed up for a 16-week course in photography, are mostly prosperous middle-aged Chicagoans. One is a coal dealer, one a columnist, another a combustion engineer. One is a woman. All turn up religiously ev-

ery week, lugging enough equipment to start a store.

At a recent meeting students trained their cameras on beautiful Hilary Harris, the "Pepsodent Girl," who was their model of the evening. Clicking industriously from all angles, they emerged with portraits shown above, each labeled with its maker's name.

"I don't care if I was rude!"

MAYBE YOU WOULD have listened and been polite.

But not me! I almost bit Sue's head off when she took a look at my new sheets and said, "So you're buying *Percalé* these days! Quite a splash!"

"Splash!" I said. "For pity's sake, Sue, wake up!" And then I told her...

Told her that the penny-savingest girls I know all use percale now—since Cannon made beautiful smooth, long-wearing PERCALE that costs practically the same as heavy-duty muslin.

And did her eyes pop! Bet she's rushing to the store right now — and thanking me for some *spectacular* and *practical* information!

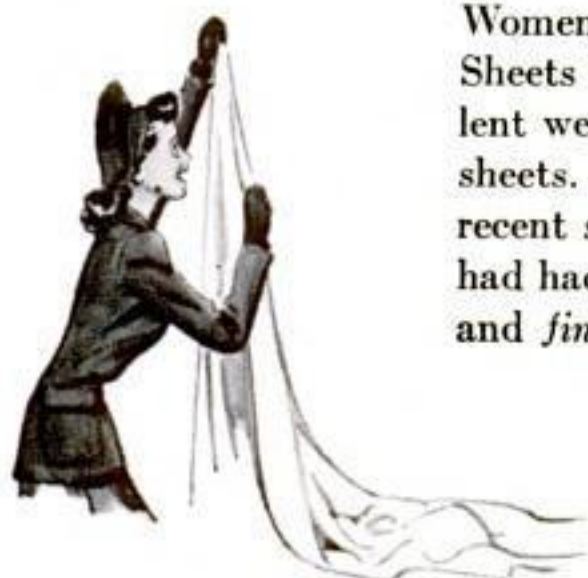
But I could have told her even more. And I'll tell *you*! Look over this Cannon Quiz and brush up on *your* sheet knowledge.



How's percale different from muslin?

Cannon Percalé Sheets are woven with 25% more threads to the square inch than the best-grade muslin. A better grade of cotton is used in Cannon Percalé. The threads are finer, made of selected long-fiber cotton. The sheets are lighter, and have a smoother, finer texture than muslin.

Finer, yes! But how does percale wear?



Women who have used Cannon Percalé Sheets for years are delighted with the excellent wearing qualities of these closely woven sheets. And here is an amazing fact! In a recent survey, Cannon Percalé Sheets which had had a year's actual use were voted *softer* and *finer* than brand-new sheets!



Percalé actually saves you money!

Cannon Percalé is so much lighter—you can actually save about \$3.25 a year for each bed at average pound laundry rates! You can buy several pillowcases *plus* another sheet with the savings!

Why "Cannon"? Because you must rely on a manufacturer's "name" for assurance of quality in all the things you can't see for yourself in a sheet. Because Cannon is a trusted name in millions of homes. Because you will be as proud to own Cannon Percalé Sheets as you have been to own famous Cannon Towels.

Cannon Percalé Sheets

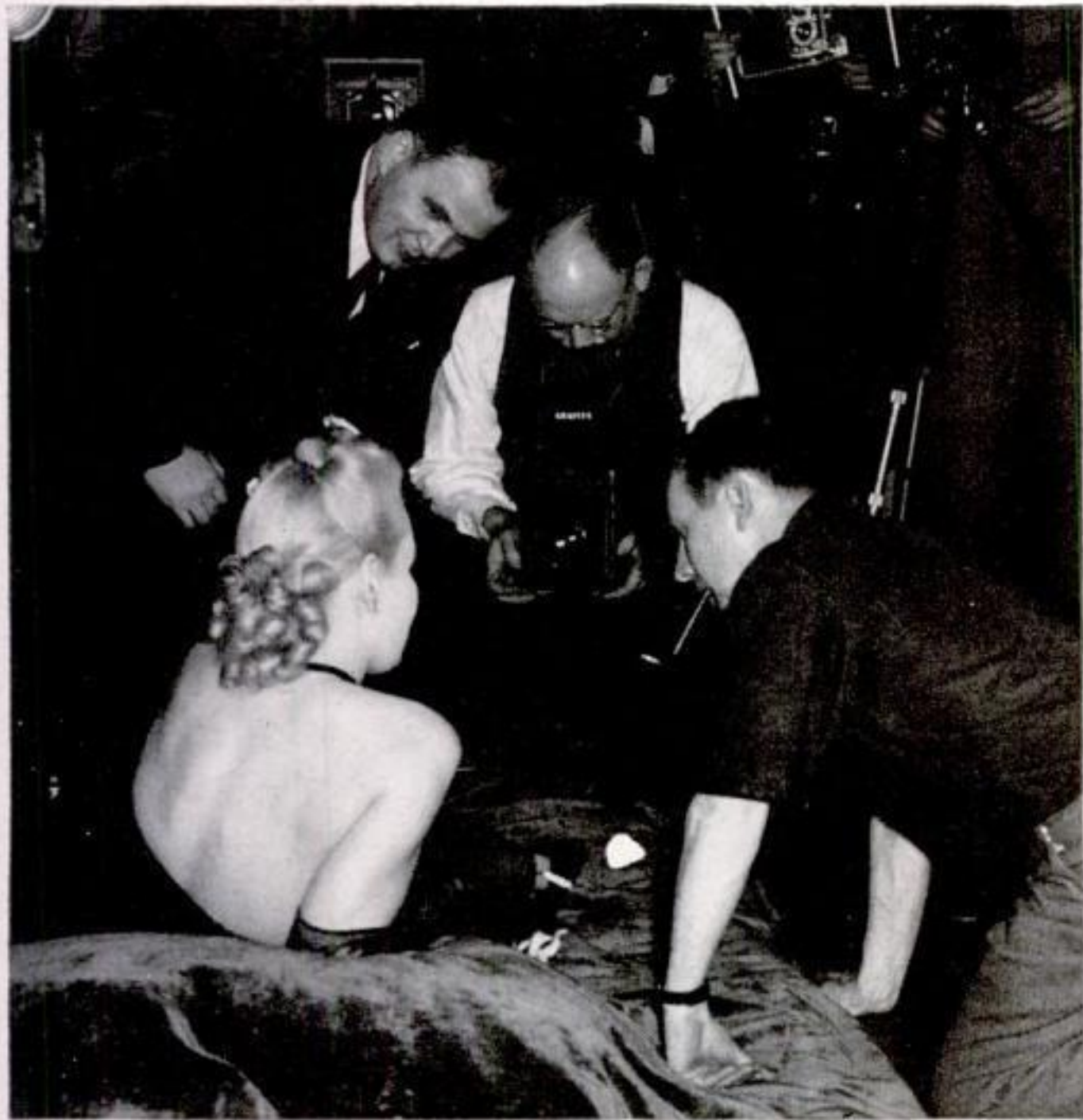


They cost about the same as heavy-duty muslin!
Made by the makers of Cannon Towels and Hosiery

Your store also has a real value in Cannon Muslin Sheets at a popular price.

SPEAKING OF PICTURES

(continued)



Porter Essley (extreme lower right in large picture) got this shot of Hilary's lustrous back as Students Beel and Purrington clustered around her for a close study of shadows.



Later. Hilary, weary from posing, relaxed momentarily with a cigaret, chatted with Student H. G. Bollman, Assistant Cook County Assessor. This is also an Essley shot.



Still later. The indefatigable Essley, still shooting, cornered a drowsy and exhausted Hilary for a final picture, snapped her as Louis Gillette took a light-meter reading.

IF IT'S KISSIN' YOU'RE MISSIN'

Listen...

Twice a day—and before every date—Use Colgate Dental Cream—the toothpaste that cleans your breath while it cleans your teeth!

YES, SCIENTIFIC TESTS PROVE CONCLUSIVELY THAT IN 7 OUT OF 10 CASES, COLGATE DENTAL CREAM INSTANTLY STOPS ORAL BAD BREATH

COLGATE DENTAL CREAM, you see, has an active *penetrating* foam that gets into the hidden crevices between teeth—helps clean out decaying food particles and stop the stagnant saliva odors that *cause* much bad breath.

And Colgate's soft, safe polishing agent cleans enamel thoroughly, yet gently—makes teeth naturally bright, sparkling! So next time you buy toothpaste, buy Colgate's—the toothpaste that does *two* jobs for the price of one!

YOU'LL GO FOR COLGATE'S GRAND, WAKE-UP FLAVOR, TOO!

COLGATE
RIBBON DENTAL CREAM

IT CLEANS YOUR BREATH WHILE IT CLEANS YOUR TEETH

It's here! The baby food doctors asked for—
CLAPP'S STRAINED CHICKEN SOUP
 with higher food value and less fat. Easy to digest!



AT LAST you can get a Chicken Soup for your baby that is made especially and only for babies.

If you wanted to make it, you'd have had to spend hours at home simmering it. And *then* you couldn't always be sure it had the proper food value or the right amount of fat.

JUST WHAT THE DOCTORS ORDERED!



Here's how doctors asked us to make it: bland, high in energy, easy to digest, with an easy-to-manage texture. With just a trace of salt and not a *suspicion* of spices.

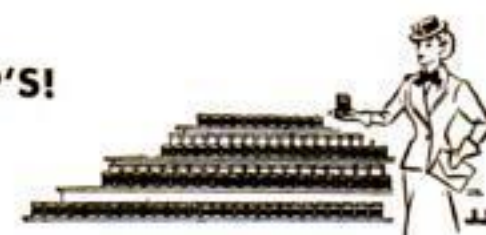
So Clapp's worked out this highly nutritive formula. Only the finest milk-fed chicken and chicken broth were used. Only the finest red-gold carrots and U. S. No. 1 celery, Parsley, to enhance the natural flavor. We combined these body-building foods with Maine potatoes and nourishing egg-noodles in the form of a thick purée, with a texture easy for your baby's tongue to manage—not too thin, not too heavy.

CLAPP'S IS FIRST AGAIN!



This delicious soup is a wonderful new addition to the Clapp's Menu. Baby specialists suggested it—just as they suggested so many of the foods on Clapp's long list—Cereal Food and 17 varieties of Strained Foods for young babies; 14 varieties of Junior Foods for toddlers.

BABIES TAKE TO CLAPP'S!



Choose from the Clapp's Shelf! Clapp's has made baby foods—and nothing else!—for more than 21 years. Clapp's is a specialist in baby foods. Choose from the Clapp's food shelf all the different varieties your baby needs—from the day he starts cereal to the day he graduates to full adult rations.



CLAPP'S BABY FOODS
 STRAINED FOODS • CEREAL FOOD • JUNIOR FOODS
 17 VARIETIES PRE-COOKED 14 VARIETIES

LIFE'S REPORTS

U. S. GENERAL STILWELL COMMANDS CHINESE ON BURMA FRONT

by CLARE BOOTHE

*Allied Headquarters in Burma
(via Chungking) April 12*

The continuing British retreats in Burma are due to the weariness of the troops, who have been unrelieved for three months—plus the difficulties of supply and deplorable communications; plus the treachery of the Burmese natives who are showing an unexpected ability to fight for the Japs; plus the typical tangle of the military with the Anglo-Burmese civil government; plus Burmese fifth columnists led by orange-robed Poonghie Buddhist priests; plus the inability of the British to use tanks in the jungle; plus Jap control of the air. Bombing of towns, railheads and air bases and machine-gunning of roads is uninterfered with up both valleys leading north to Mandalay and Lashio. The British troops ask, "Where is the R. A. F.?" The Chinese ask, "Where are American planes?" The answer is: In India, on the way, if at all.

In the past weeks Chinese patience has been sorely tried. The Chinese feel that the only apparent British answer to Jap tactics of infiltration is defiltration everywhere. Also Burma is designated as a British theater of war, whereas the map and the events of the past two months show that Burma is now, logically, a Chinese theater. Consequently the recent promotion to a full generalship of Britain's H. R. L. G. Alexander, outranking Generalissimo Chiang Kai-shek's U. S. Lieutenant General Joseph W. Stilwell, has obscured the command.

Tough, wiry, close-cropped General Stilwell, who used to be known at Fort Benning as "Vinegar Joe," has also shown almost Oriental patience and diplomacy in handling his pineapple job. But just the other day he flew from the front to Chungking, and returned to Lashio with two aces in the hole—Madame Chiang and the "Gissimo"—thus making the biggest surprise news in Burma. In Lashio, the Chiangs stayed at the small house of a local bigwig for the night. Madame sent for me. She is always the same—dynamic, flashing-eyed, swift-speaking, charming, and utterly dedicated to the one increasing purpose—to lick the Japs, no matter who, when or what folds.

We sat with our feet up in easy chairs on the high porch in the blackness, with the circling Burmese farm fires burning high in the hills like the signal fires of the fifth columnists. Madame Chiang read me a bitter article that she had written. Later we talked. Typical comment: When I, for an argument defending the fall of Singapore, said, "They ran out of water," she said: "We Chinese have run out of water too. We drink from muddy puddles, get dysentery, get up and fight on."

Chiang once said to me that Madame was worth ten divisions to China. In the current situation she is now worth 20 to America. I ate dinner with the Gissimo, Hollington Tong and Madame. It was simple good food. It developed that they had brought their own cook on the plane. The Chiangs asked dozens of questions about India which both realize, better apparently than the U. S. and Britain, is now China's base for supplies. Madame admired Nehru and said: "When you return to India, tell him to keep a stiff upper lip. No, that doesn't sound quite dignified." Then, with fierce sincerity: "Tell him I have every confidence that he will do the right thing."

The next morning Madame, the Gis-

LIFE Correspondent Clare Boothe, who is now in New Delhi, India, last fortnight visited the war front in Burma, saw bombed Mandalay, experienced an air raid in Maymyo and re-encountered Madame Chiang Kai-shek, whom she met a year ago at Chungking (LIFE, June 30).

simo and their bodyguards motored five hours down the tortuous Mandalay road to Maymyo. I preceded them with General Stilwell and an aide in a dilapidated Ford. We had a young native civilian Persian driver wearing a sun helmet. On its back his name "Sadie" was inked and on the brim the words:

"Men pass by with word and deed, What is left is earth and seed. Trust none but God." Stilwell said: "I add to God the Russians and Chinese."

Called "Uncle Joe" out here, General Stilwell has no illusions as to the extraordinary difficulties and delicacy of his China command. He is a real soldier who spends more than half his time smack-bang at the front, wearing an old campaign hat, sleeping and eating with Chinese troops nearer fire than any commander since MacArthur. He is also a good soldier. This was indicated by his move in bringing the Gissimo to Maymyo, not to embarrass Alexander but to clarify the command and assure a united Allied effort, to inspire the Chinese troops, and above all, to develop one Burma defense plan—for which the Gissimo and Alexander could share the credit and the responsibility.

On the morning of April 7, a covey of Chinese generals, the Gissimo, Alexander and Stilwell achieved, please God, all these objectives. With Madame and Hollington Tong interpreting, the Gissimo also served notice of the offensive spirit necessary, and the threat to all if the British were withdrawn from Burma and the Chinese then outflanked and forced to do likewise. According to report, the bucking-up process had good effect on the generals. An eyewitness said: "They took it out of the spoon."

To his own heretofore sometimes individualistic generals the Gissimo made clear the undisputed status of Stilwell's command. The results were closer cooperation between the two fronts, the moving of Chinese troops into Mandalay to relieve British troops, and the supplying by the Chinese of communications, personnel, labor gangs, etc. for jobs previously held by Burmese and Indians.

On the afternoon of April 6, Madame Chiang drove to Mandalay, where she saw what I had seen the day before. The city after the bombing of April 4 was completely deserted, except for a garrison of Burma Rifles in the old fort. Every house was burned down or still flaming and smoldering. A terrible stink arose from 2,000 bodies in the ruins of brick, plaster and twisted tin roofing. Only the smoke-grimed stone temple elephants on the sacred path were watching guard over the Road to Mandalay, while buzzards and carrion crows wheeled overhead. Bodies were lying on the streets and bobbing like rotten apples in the quiet green moat around the untouched fort. Because of the breakdown in civilian morale, there was no attempt to prevent the gutting fires from sweeping too fast for dynamite. Since the religious scruples of the Indians and Burmese forbid them to pick up corpses, this grisly task in Burma is always left to the too-few Europeans. It was a gruesome Daliesque sight to see natives on bicycles heedlessly pedaling along the corpse-filled river and moat or sitting calmly on the few remaining porches, within 10 ft. of the stinking bodies of children on the edge of the road. Meanwhile, natives, fleeing on foot or in bullock carts, riding horses or bicycles, are carrying cholera toward India.

Returning from Mandalay in a jeep



GENERAL "VINEGAR JOE" STILWELL



Tiny Garments Dept.

DEDICATED TO STORK SET MEMBERS
AND THEIR NEW MOTHERS

♥ As you leave the hospital doorstep, and the nurse hands you your own sleepy bundle — then you *feel* like a mother.

♥ Everything is suddenly up to you. Baby's health, comfort, looks. (Of course, looks. What mother doesn't want people to think her baby is beautiful?)

♥ And since baby's clothes are important on all three counts, it's a wise mother who has planned, with her doctor, a layette of Vanta Knit Baby Clothes.

♥ A baby is as safe in Vanta Garments as in your arms. Every infant item, from Knitted Knit to Night Diaper, is pinless and buttonless. (Twistless tapes do the trick.) Every one comes daisy-fresh from the daily sudsing—and needn't be ironed!

♥ What's more — Vanta Baby Clothes manage to be scientific and pretty at the same time! The Knitted Knit comes in melting pastels. The Vanta Kimono has pink or blue stitching and ties. The Vanta Creeper runs a range of Easter-egg colors!

Baby Bond Note. Buy your infant a Defense Bond on the long-run economy of Vanta! For Vanta Garments wear long, adjust to size, save replacement money. Ask *your* doctor about adVANTAgEs!

VALUABLE BOOK. "Baby's Outfit", 80 pages, covers 55 subjects of vital interest to expectant mothers. 500 name suggestions. Send 10c to Earnshaw Knitting Company, Dept. L-7, Newton, Mass. (In Canada, J.R. Moodie Co., Ltd., Hamilton, Ont., are Licensees.)

NAME _____
STREET _____
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CONTINUED ON NEXT PAGE

*American energy
will win!*



FOOD ENERGY COMPARISONS

Approximate Energy Units in Various Staple Foods

ONE BOTTLE OF PEPSI-COLA 5¢	185 Calories*
ONE LAMB CHOP (medium size)	178 Calories*
ONE WHITE POTATO (average size)	92 Calories*
ONE WHOLE EGG	70 Calories*
ONE FRESH TOMATO	20 Calories*

*STANDARD UNITS OF FOOD ENERGY

Speed, speed, speed! More ships go steaming out of the yards every day. More are on their way. The schedule calls for energy. More, more and more of it—all we've got!

Pepsi-Cola answers that call. It provides quick food energy that's vital to America. Energy that helps millions work harder, faster and better. Pepsi-Cola lifts morale, keeps the spirit up!

*All hands on deck,
America—let's go!*

PEPSI-COLA
REG. U. S. PAT. OFF.
5¢
12 OZ. BOTTLE

THE DRINK WITH QUICK FOOD ENERGY

LIFE'S REPORTS

(continued)

at 50 m.p.h. to reach the beautiful Maymyo country club—the typical colonial setup, with cricket, tennis, racing and golf—for a much-needed drink, I found a pretty girl in tennis shorts in the powder room. She asked me, all dusty, where I was from. I said "Mandalay." She said: "Oh, poor dear old Mandalay!" It is only 40 miles from Maymyo which as yet has not been raided.

American headquarters, in cool, fragrant Maymyo, is in the mission house, with the eight or ten cottages in the compound for officers. These are surrounded by a lovely spring garden, rose arbors and a great hedge of poinsettias. The sweet smell of eucalyptus is always in the air. The 30-odd officers at the mess, with a scattering of Chinese liaison officers, were served delicious strawberries and lousy coffee by Burmese Indian servants. GHQ is absolutely teetotalitarian. There is not even any beer. At night the officers smoke, read and munch handfuls of peanuts from a basket before the open fire—above which a marble plaque is inscribed: "Blessed are the dead which die in the Lord, and may they rest from their labors and their works do follow them." They play an untuned piano and sing old World War I songs, in close harmony. All wistfully wish they could have good old American doughboys behind them now.

While I was typing this the air alarm sounded. We all went out to trenches in the compound, the officers carrying tommy guns and wearing helmets, and waited.

I felt sure the Japs would bomb the two most important military objectives in the whole Far East who were visiting Maymyo today. After half an hour they came, 28 planes flying at 10,000 ft. They let go one great salvo in a scattered pattern of about 150 bombs, including several 500-pounders. It was very noisy where we were. The casualties were 40 dead, 40 wounded, all civilian. One slit trench with twelve kids in it got a direct hit, and there was a small hit on the hospital, but absolutely no military objectives were touched. The Gissimo, Stilwell and Madame in the woods had one 50 yards away. Fortunately the town did not burn, but a half hour later the natives, rounding up stampeded cattle and horses, took to bullock carts and repeated the now familiar Burmese exodus, leaving Allied Headquarters shy of servants and laundrymen, and the markets all closed—no strawberry shortcake tonight. The planes proceeded to Mandalay and finished the job on the now-pancaked town.

After the raid I had a talk with handsome, blue-eyed, crisp-mustached General Alexander. He was very optimistic but "not blindly so," determined not to retreat one fraction of an inch faster than necessary, and anxious to cooperate in every way possible with the Chinese and the now-subordinate Stilwell. He hopes for immediate aid from Wavell in India and transport planes from America soon. He points out that the Japs also have tremendous problems. This fact—and the prospect of aid and the monsoon season—is the basis for his hope that Burma can still stall the Jap operations. If the worst comes to the worst, and he doesn't believe it will, he can retire to the mountains north of Mandalay and fight a guerrilla war with the Chinese until the new supply routes are opened from India. He is trying to put mechanized troops in bullock carts which are better able, in the valley with only one road, to fight jungle war against Japs in sneakers and gym shirts fighting American Indian war style. The general is also arming the warlike Chinese mountaineers who adore fighting the Japs. Said Alexander: "We have more than a sporting chance. Guts and determination will decide the issue in Burma, and we have both."

I talked with big, handsome, able, dark, young Governor of Rangoon Sir Reginald Dorman Smith. His headaches are plenty. One hundred and fifty thousand refugees daily, bringing cholera with them, are streaming toward the mountain passes of India. He is trying to feed them all en route, but the difficulty is increasing since the great Burmese rice granaries are now in the hands of the Japs.

On April 7 the Gissimo and Madame went back to Chungking, with a hairbreadth take-off from Lashio in the middle of a Jap air raid. And Stilwell went off to the front to decorate a gallant young Chinese lieutenant with the D. S. C. for leading a battalion counterattack at Toungoo. This is the first time a Chinese has received an American decoration. General Stilwell, whose knowledge of the Chinese language, psychology and terrain is invaluable now, is the representative of the U. S. on any Allied War Council in China, Burma, India, Siam and Indo-China, and in charge of defense aid and lease-lend for China.

Said Stilwell when I asked him if he would harangue the troops in Chinese, "Yes." I asked, "Will your Chinese be good enough?"

He said: "I make the same speech in every language to troops. It's short, sweet and simple. I say, 'Get in there, boys, and fight!'"

Two important "Elgin Events" in the life of Chuck Hollis...



Graduation from College

That cherished diploma — and a fine Lord Elgin Watch from Mother and Dad! A proud moment for young Chuck Hollis. Two enduring symbols of the first step toward success.



Star-timed Lord Elgin—21 jewels

First flight in a U.S. Bomber

... and there on the instrument panel, that familiar name—Elgin. A name a fellow has learned to trust... precision instruments for the U. S. forces, made by the craftsmen who made "my watch."



Elgin Elapsed Time Aircraft Clock



On both fronts *Elgin* serves!

Today Elgin—maker of fine watches for American men and women since 1865—turns its skilled hand to the manufacture of precision instruments vital to the success of the armed forces of the United States.

Fine Elgin watches for civilians continue to be available at better jewelers' in a wide range of prices, although their number is not as large as formerly. With Elgin, as with you, wartime needs come first.

If you are unable now, or at any time in the future, to secure the Elgin watch you want,

we ask you to remember this: The scientific facilities, the skill and experience formerly devoted exclusively to the production of Elgin watches for civilians are now making an important contribution to America's war effort.

For men and women: At your jeweler's Lord and Lady and other fine Elgin watches. For the armed forces on Government order only: Navigation Watches, Stop Watches, Aviation Clocks, Tank Clocks, Compasses, Time Fuzes for Shells, Jewel Bearings, Special Timing Devices for Naval and Aviation Use.

Elgin National Watch Company, Elgin, Illinois, U. S. A.

★ ELGIN ★

*The Greatest Name in American
Fine Watchmaking Since 1865*

★ **"WE JUST HAVE TO
TELL FOLKS ABOUT
THIS IMPROVED
BRAN!"**

"Yessir—when you find anything as good as Nabisco 100% Bran you just have to spread the news! You want to tell everyone what a pleasant way it is to help relieve constipation due to insufficient bulk—and how this new form of bran is better in two ways!"



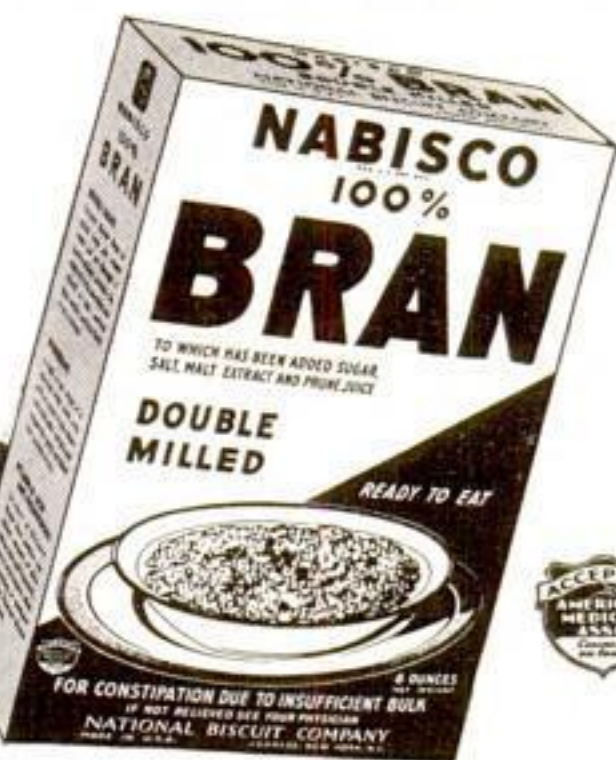
★ **"M-M—WHAT FLAVOR!"**

"Never knew bran could taste so good! Nabisco 100% Bran is so delicious, we can't get down to breakfast fast enough! And for really super muffins—try the recipe on the Nabisco 100% Bran package!"

★ **"AND SO GENTLE!"**

"That's the second big difference in Nabisco 100% Bran! An improved process of Double-Milling makes the bran fibers smaller—less likely to be irritating. For an extra plus—Nabisco 100% Bran contains iron, phosphorus, Vitamin B₁. Buy a package today.

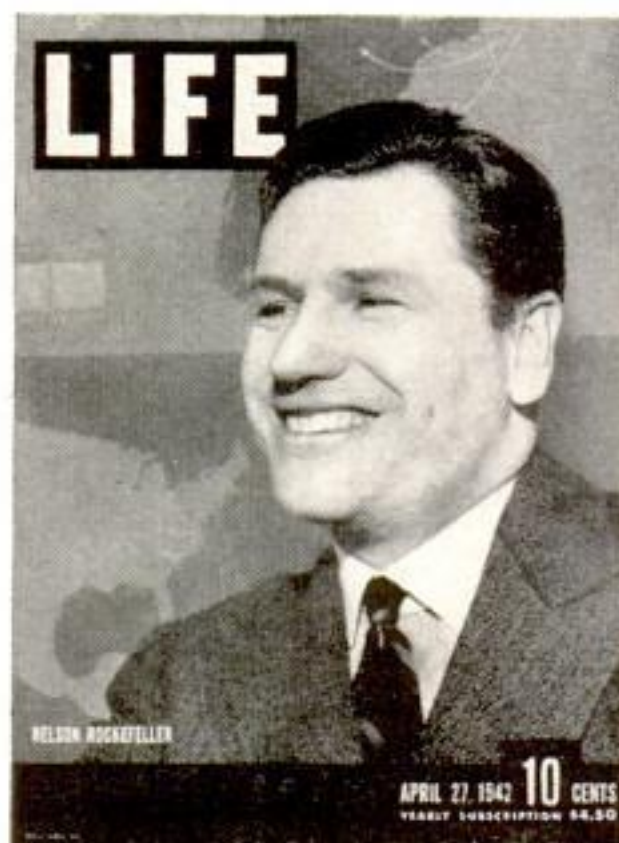
**"YOU'RE SURE TO LIKE THIS
BRAN—IT'S MADE BY
NABISCO, BAKERS OF YOUR
FAVORITE CRACKERS
AND COOKIES!"**



**BAKED BY NABISCO •
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LIFE'S COVER



As Coordinator of Inter-American Affairs, Nelson A. Rockefeller, who appears on this week's cover, is the first member of his family to attain a major post in U. S. public life. In Washington, where he and his wife now live with their five children, Rockefeller is fast becoming known as an able and original administrator. His agency, one of the liveliest created by the President under the Office for Emergency Management, was last week especially busy celebrating Pan American Day on April 14. A close-up of Rockefeller and his activities appears on pp. 80-90.

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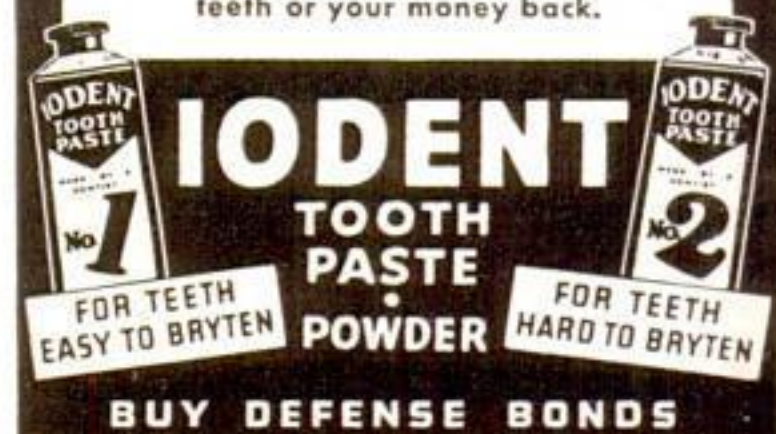
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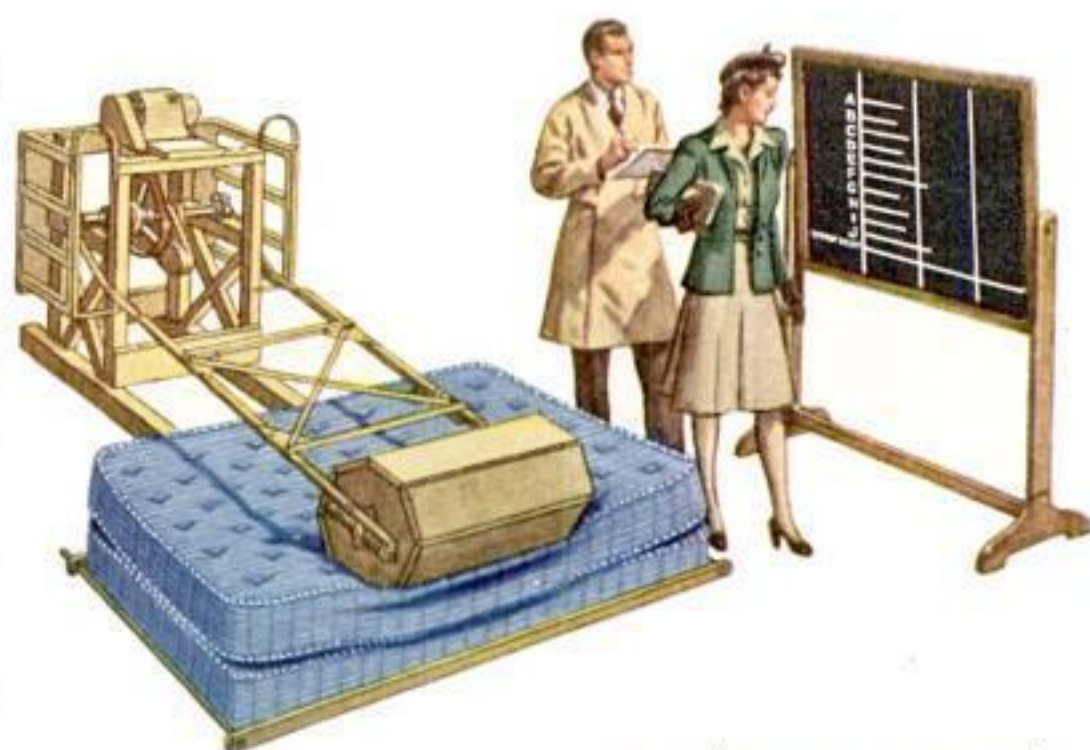
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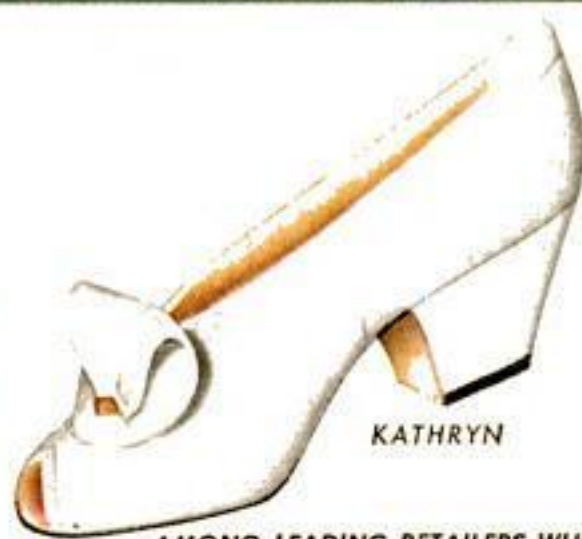
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CONTENTS

THE WEEK'S EVENTS	
China Asks India Whether It Will Fight.....	23
LIFE on the Newsfronts of the World.....	26
Soldier Looks for Duffel Bag Before Leaving for Parts Unknown.....	27
Australians and U. S. Parents Honor MacArthur's Name.....	28
Department of Justice Solves Problem of Capital Blues.....	30
Big Bombers Move Off Assembly Line.....	32
U. S. Bombs Tokyo.....	34
Women in Uniform March for a Cause.....	39
Vermont Harvests Its Maple Syrup in Wartime.....	47
Normandie's Epic Hulk Sprawls at New York Pier.....	60
PHOTOGRAPHIC ESSAY	
Radio: War Ends Rich Era And Brings Fresh Problems.....	69
CLOSE-UP	
Nelson Rockefeller, by Noel F. Busch.....	80
ART	
Tom Lea Paints U. S. Soldiers at Work.....	44
THEATER	
"Guest In The House".....	55
NATIONAL DEFENSE	
Civil Air Patrol.....	63
MODERN LIVING	
U. S. Bathrooms Take It on Spout As WPB Outlaws Most Metal Goods.....	98
OTHER DEPARTMENTS	
Letters to the Editors.....	2
Speaking of Pictures: Photography Class.....	10
LIFE's Reports: The Burma Front, by Clare Boothe.....	15
LIFE Goes to a Party at Santa Monica with Soldiers & Starlets.....	94
Pictures to the Editors.....	102

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LIFE'S PICTURES

Youthful LIFE Photographer Myron H. Davis is pictured here in typical shooting pose. Stationed in Washington shortly after Pearl Harbor, Myron has been busy covering the accelerated pace of life in the nation's wartime capital. This week he covers two widely divergent aspects of Washington activity—the work of Coordinator of Inter-American Affairs Nelson Rockefeller (cover and pp. 80-90), and the Justice Department's Splash Party (pp. 30-31).

The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several sources credit is recorded picture by picture (left to right, top to bottom), and line by line (lines separated by dashes) unless otherwise specified.

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10—KENNETH HEILBRON	73—Lt. CHARLES E. STEINHEIMER (S); rt. GORDON COSTER—HERBERT GEHR—BERNARD HOFFMAN
11—J. BURTON BEEL, TERRY O'BRIEN—MILTON GOLDSTANDT, H. G. BOLLMAN—STUYVESANT PEABODY	74—WALTER SANDERS from B. S.
13—PORTER ESSLEY	75—NELSON MORRIS—ALFRED EISENSTAEDT-PIX, WALTER SANDERS from B. S.
15—ACME	76, 77—ALFRED EISENSTAEDT-PIX
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23, 24, 25—© J. C. PATEL from KEYSTONE FEATURES	79—KARGER-PIX
26—P. I.—W. W.—EUR.	80—MYRON H. DAVIS
27—SGT. WALLACE MARLEY	81—WALTER SANDERS from B. S.—MYRON H. DAVIS
28—THE NEWSREEL POOL	82—W. W.
29—W. W.—P. SANCHEZ, J. WILLIAMS, DON K. MCCASH, DWIGHT GARDNER—HARVEY W. SOLT, R. ISEAR, P. SANCHEZ—WILLIAM L. KELLEY, H. W. CRITTENDEN, HUGH MORGAN, JOHN G. HUTCHESON	83—Courtesy MRS. COLEMAN, LINCOLN SCHOOL
30, 31—MYRON H. DAVIS	84—MAX HAAS
32, 33—ELIOT ELISOFON	87—A. P.
34, 35, 36—Maps by ANTHONY SODARO & FRANK STOCKMAN	88—IRA L. HILL, INT.
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42—D. L. GARDNER—R. ISEAR	94—WILLIAM WALLING for UNIVERSAL
47, 48, 50—HERBERT GEHR	95—ROMAN FREULICH for UNIVERSAL
55, 56, 58—KARGER-PIX	96, 97—WILLIAM WALLING for UNIVERSAL
60, 61—DMITRI KESSEL	98, 99—BERNARD HOFFMAN
63, 64, 66—THOS. D. MCAVOY	100—MORSE-PIX—REX HARDY JR.—HERBERT GEHR exc. bot.
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"Orders in the field: 'Advance under cover of darkness'"—drawing by Norman Price

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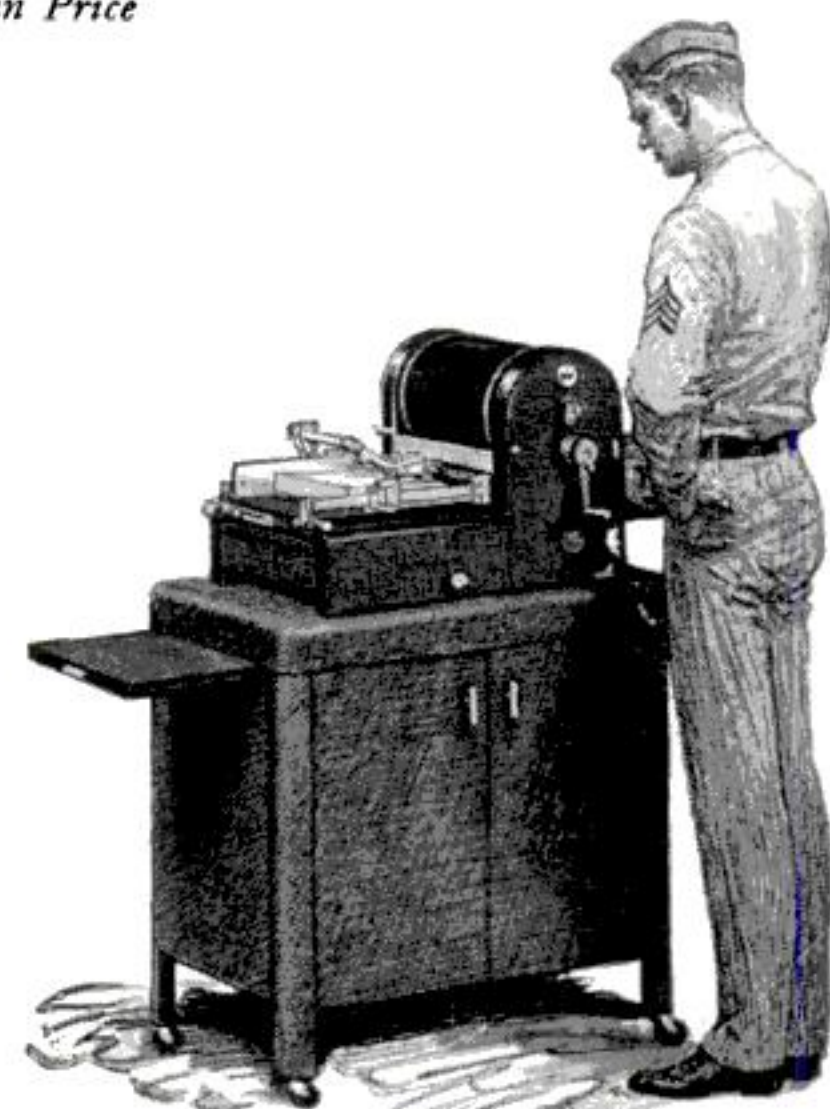
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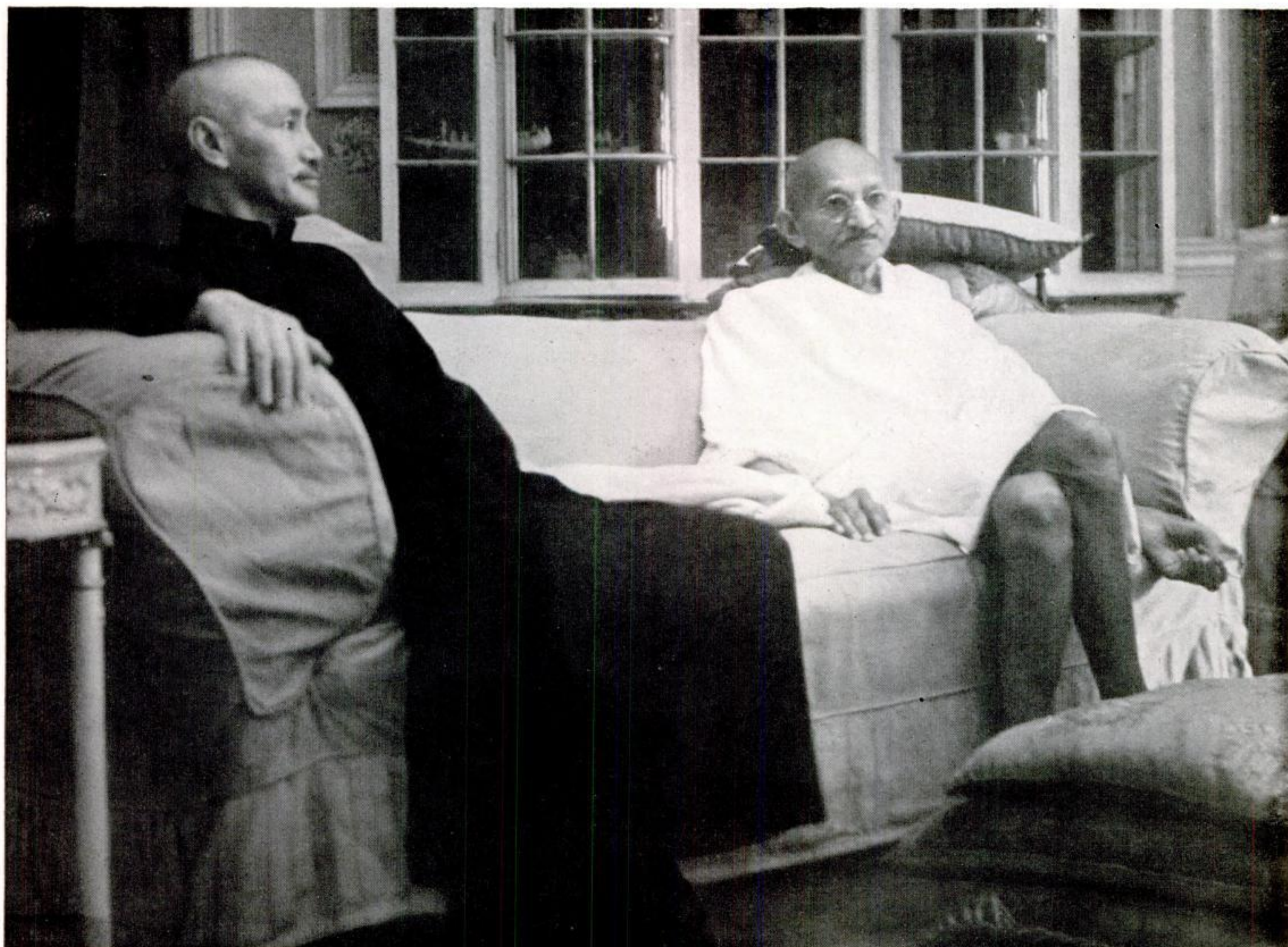


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CHIANG KAI-SHEK AND MAHATMA GANDHI, LEADERS OF ONE-THIRD OF WORLD'S PEOPLE, MEET IN CALCUTTA. MODEL OF SHIP ON WHICH HOST ONCE SAILED STANDS IN BOOKCASE

CHINA ASKS INDIA WHETHER IT WILL FIGHT

Eight hundred million people, one-third of the people on this planet, are nominally commanded by the two men shown above. Chiang Kai-shek (*left*) is the fighting leader of Free China. Mohandas Gandhi is the talking leader of subject India. On Feb. 18, they met for the first time in Calcutta, whither Chiang had gone to save Gandhi's face and try to mobilize India to help fight Japan.

Gandhi looks like an Asiatic but he is really a Hindu lawyer from South Africa. Like all India's Hindu leaders, he is loaded to the eyebrows with the patter of English university education. His idea of being foxy today is to wait to see whether or not this war abolishes the British Empire. He was therefore opposed to coming to any agreement whatsoever with an Empire that may possibly be on the skids. To Chiang Kai-shek, the short-spoken man of action, this brand of thinking was blankly mysterious, but he was exceedingly polite to all India's leaders.

The proposition brought to India a month later by Sir Stafford Cripps was that India would become a

Dominion after the war, united or disunited as its separate parts decided for themselves. After much talk, Gandhi and Jawaharlal Nehru, the Congress Party, the Moslem League and the Untouchables all rejected this proposal, all for totally different reasons. Britain thereupon withdrew its offer. The comment of Nehru was typically that of an Indian leader: "Sir Stafford took the attitude, peculiar to the British, that they are always in the right, and the other is always wrong and damnably wrong." He therefore decided that Indians will not be among the men who make the peace, but that India will wait to petition the winner. Nehru and Cripps aged visibly during the talks under a full moon within smell of rose gardens. Gandhi remained calm. And Chiang Kai-shek went home without change of expression.

Actually India ceased being productively important about a century ago when the machine made its handicraft economically obsolete. In electric energy—the modern world's gauge of industrial power—India is about on a par with the State of South Caro-

lina. Skipped by the industrial revolution, its 390,000,000 people have been largely reduced to the meanest level of agricultural subsistence. Only about 1% of this population is really represented by the Hindu leaders. Most of the rest of India do not know the name of Nehru, perhaps not even the name of Gandhi.

These are the people who will presently meet the Jap, unless Chiang Kai-shek's troops under American General Stilwell can stop that common enemy in Burma. The two contrary ways of meeting destiny have probably never been better symbolized than by the two men above. Gandhi has decided to leave India the football of destiny. Chiang long ago decided that China would and could make its own destiny.

It is significant that the pictures on the following pages of Chiang Kai-shek and Madame Chiang in India were all taken in the house of India's greatest capitalist, Gandhi's chief backer, a man willing to do business with anybody. It is hard to imagine what China's Generalissimo, hardened by awful sacrifice and heroism, made of this soft world of the Indians.



Mahatma Gandhi, who was the chief obstacle to Britain's plan for India, joins in a laugh with the cheerful Chiangs in Birla's luxurious Calcutta house. Notice that Gandhi in his unbleached, homespun cotton robe is barefooted. Except for a midday siesta, Gandhi talked with Chiang Kai-

shek from noon until after his early vegetarian supper. During talks Gandhi spun some cotton, gave the khaddar cloth to Chiang, the spinning wheel to Madame. Here the great Hindu taps the floor with his staff, while Madame Chiang Kai-shek translates his English for her husband.



Madame Chiang Kai-shek (center) is dressed in a Hindu homespun sari and marked with a vermilion spot on the forehead by her hostess, Mrs. Birla. Nehru is at extreme left, his daughter at extreme right, Mrs. Birla beside Nehru. The red spot is a lucky sign in India. Thus rigged out,

Madame Chiang talked with Gandhi for an hour after lunch before her husband joined them. At first, Gandhi refused to meet the Chiangs at New Delhi, on the ground that he was their host and by Chinese custom they must come to him at Calcutta. The Chiangs obligingly went to Calcutta.



Madame Chiang and Nehru, leader of India's dominant Congress Party, work on details of India's war effort. Nehru has taken off his shoes to sit more comfortably cross-legged at lunch (*see below*), has apparently forgotten to put them back on. Madame Chiang is wearing a garland of

jasmine given her by her Hindu hosts. The house belongs to the richest supporter of Gandhi and Nehru and the richest Hindu in India, Ghanshyamdas Birla, whose money comes from the manufactured cotton goods that Gandhi crusades against. Birla is opposed to "scorched earth" policy.



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The Chiangs, flanking Nehru, make him laugh at lunch in Birla's magnificent Calcutta house. The low round tables carry a beaker of water, four silver bowls of curry, a plate of rice and one of whole-wheat pancakes (*chapatti*). Aristocratic, highly educated Nehru in the Hindu style uses

no napkin. Pancakes are dipped by hand in the curries. Meanwhile Gandhi, who never eats a mid-day meal, was taking his noon siesta. Madame Chiang, Nehru and Gandhi all talked in English. Madame translated for her husband. Chiang is here thinking over his pre-lunch talk with Gandhi.

U. S. GETS TO TOKYO AS HITLER GETS TO VICHY

The United Nations went on the air in a big way. U. S. bombers amazed the world by striking squarely at Tokyo, Yokohama, Nagoya and Kobe. Whatever its military value, this daring midday raid climaxed a new chapter in air history, burst the limitations of space which had hitherto protected the Axis. Other U. S. airmen had been pounding the island of Timor all week long and disrupting docks and Jap shipping at Rangoon. Then, just a few days before the Tokyo attack, they struck at the Philippines. Thirteen bombers took off from Australia, stopped at a secret base, and proceeded to knock the daylights out of Japanese-held facilities throughout the whole archipelago. One bomber actually reached Manila and laid eggs on Nichols Field. Total distance covered: 4,000 miles. Brigadier General Ralph Royce, who had fathered this attack and led it in person, was decorated on the spot when he returned to the airdrome in Australia.

Meanwhile British airmen, using many U. S. planes, crossed the Channel all week in an almost continuous stream, to tear out the bowels of Hitler's great industrial concentration in the Ruhr. The April



GENERAL ROYCE

16 attack may have been the biggest in military history, for people on the Kentish coast of England said that the roar of the planes was greater than that of the German Air Force at the height of the Battle of Britain, a year and a half ago. A thrill ran through the harassed peoples of the United Nations. Americans, whose men and materials made the attacks possible, went about their civilian work with pride. This was offensive action. But realists raised a note of caution: destruction of enemy establishments from the air is not in itself victory unless followed up by actual occupation and control of enemy territory. In this matter the Japs were still ahead, still gaining. All week they advanced in Burma, in the area of the Yenangyaung oil fields, infiltrated between the British and Chinese armies. And in the Philippines, despite the bombings, they landed in force on the island of Panay.

FRANCE FALLS TO LAVAL

Nevertheless, on the military front, it could at least be said that United Nations strategists were making progress, opening up new possibilities, feeling their way toward a real offensive. But on another front—the political front—nothing of the sort could be said. Here all was darkness. The United Nations had just suffered a staggering political defeat in India. Now they were suffering another in France. The flimsy political excuses by which Marshal Pétain had attempted to stall the German power, gave way. Hitler moved into Vichy France in the oily person of Pierre Laval. And the U. S. withdrew Admiral Leahy "for consultation."

Clearly this most astute and self-seeking of French politicians does not think that Hitler is weak. On the contrary, he must think that Hitler is strong enough to win. Laval's program will be one of Hitlerizing France, under various "French" disguises. In this the French people will have very little to say. They will be fooled, cajoled, tempted and, if necessary, terrorized into a real collaboration policy.

In this sense Laval is no mere symbol of the French collapse. Like Hitler himself he is a positive force for evil. His innumerable contacts with key financiers, politicians, publishers in every corner of France make his power formidable, no matter how much he may be hated by the people as a whole. Admiral Darlan, who commands all the land, sea and air forces of France, has no such power and cannot possibly match the shrewd Laval wits. It looked as if the Laval-Hitler political machine was on its way toward gaining control of the sizable French Fleet, upsetting the precarious naval balance of the world.



PIERRE LAVAL

ILLINOIS FALLS TO BROOKS

Gloom over this French defeat spread through the remaining free peoples of the earth. It may even have reached Chicago, where the cause of the United Nations suffered a lesser, but yet vexing, political setback. Isolationist C. Wayland ("Curly") Brooks won Republican renomination to the U. S. Senate, as expected, and even the Democrats admit that he will be hard to beat in the November election. Since Pearl Harbor, Senator Brooks has made a great point of his patriotism, but he has yet to display any comprehension of what the present war is about. If he is elected in November the Democrats will have to share the blame. Had they put forward some strong-foreign-policy candidate they could have drawn many Republican votes away from Brooks. Instead they nominated Raymond McKeough, a Charlie McCarthy of the Kelly machine.

ON THE MORAL FRONT

But as we are beginning to understand, there are not merely two fronts in this war: there are three. The third front you might call the moral front. It is the front on which the people themselves live and work—and fight. And on this front, as against its political gains, the Axis suffered losses last week all over the world.

In France the people of Brest became so rebellious that Hitler declared "a state of siege" in that city. French saboteurs derailed a German troop train. German cyclists were shot, bombs were thrown at German headquarters in Paris and hand grenades in Arras, and everywhere he went the hated Laval had to be protected by dozens of guards. In Yugoslavia, General Mihailovich, fighting a guerrilla war in the wild hills of his native land, defied the new Bulgarian troops that Hitler was sending against him. In Norway a thousand Lutheran ministers, who rebelled a few weeks ago against the regime, continued to defy Vidkun Quisling.

Here in the U. S. the American people surveyed the heroic wreckage of Bataan, and out of that wreckage there emerged a new idea—the idea of



GEN. MIHAIOVICH

equality between the Filipinos and ourselves. Hitherto Philippine freedom has been a political football in the hands of the sugar interests. But Bataan, where the Filipinos fought shoulder to shoulder with our boys, ended all that. In the future we will know better how to live with the Filipinos, or for that matter with any other people who are willing to fight for their freedom.

LIGHT OF VICTORY

Aroused, Americans began last week to bestir themselves against their own fifth column, as described in the article "Voices of Defeat" in the April 13 issue of LIFE. Attorney General Biddle received 43,000 letters in a few days urging action against *Social Justice*, a sheet founded by the Nazisque radio priest, Father Coughlin, and now edited by E. Perrin Schwartz. The Department of Justice roused itself at last from a brown study of the war and advised the Post Office to bar *Social Justice* from the mails. The American people are not in a mood for trifling and the pressure on Government authorities for strong action against moral traitors is rising every day. Congressmen returning to Washington from a brief recess reported that the people are far ahead of Congress in their desire to pitch into the war. Tanks are beginning to



EDITOR SCHWARTZ

run off the production lines like cookies. In Texas, Speaker Sam Rayburn revealed that U. S. airplane production has now reached 3,300 a month. And WPB Boss Donald Nelson told newspaper editors at their banquet in New York that U. S. war production is now "over the hump."

Americans have quit fooling: in Washington, Paul McNutt was named to take charge of manpower mobilization. In Kansas, farmers faced a bumper wheat crop short of hands to harvest it. In Omaha, at a meeting called by the Chamber of Commerce, 365 high-school boys signed up to work on the farms. In Brattleboro, Vt., the Victory Garden campaign got under way with a bang on a Statewide drive for home gardens. If you raise two-thirds of your own vegetables you get a certificate signed by the Governor.

It was here, on the third front, in the homely tasks and sacrifices, in the realization of what is at stake, that the light of victory could be seen last week far off on the horizon. Little by little, week by week, behind the stark and frightful skeletons of Hitler, Tojo, Mussolini and Laval, that light must grow.

PICTURE OF THE WEEK

In replacement centers, air fields, training camps and depots from coast to coast last week, U. S. troops were on the move. Some few knew where they were bound. But the greater number by far were heading for destinations unknown. On railroad sidings and at points of embarkation their duffel bags were strewn like boulders on a moor. The picture on the opposite page was taken a few hours before an exodus from the Keesler Field Air Corps Technical School, Miss., where vast numbers of aviation mechanics are being trained. Somewhere among the bags, looking for his own, is Private Woody Woodruff of Arab, Ala.



Look for the soldier looking for his duffel bag before
he departs from Keesler Field, Miss. for parts unknown



SAFE IN MELBOURNE, MACARTHUR GRAVELY VIEWS CHEERING HOSTS

AUSTRALIANS & U. S. PARENTS

On April 15 the world learned that General Douglas MacArthur had struck his first spectacular long-range blow against Japanese forces in the Philippines when, carrying revenge for the fall of Bataan, 13 U. S. bombers soared 4,000 miles over hostile

waters and archipelagoes and blasted enemy shipping, air fields and installations from Mindanao to Manila. Coincidentally with the news of this daring aerial triumph there arrived in this country the first newsreel pictures of MacArthur's happy ar-



ADELAIDE EXPRESS, BEARING MACARTHUR, PULLS INTO MELBOURNE'S SPENCER ST. STATION



A BATTALION OF AMERICAN TROOPS FORM A GUARD OF HONOR ON THE RAILROAD PLATFORM



MRS. JEAN FAIRCLOTH MACARTHUR POSES WITH HER HUSBAND IN THE MORNING SUNLIGHT



IN RESPONSE TO TUMULTUOUS GREETING, GENERAL MACARTHUR RAISES HIS HAND IN SALUTE



MACARTHUR PROMISES: "I SHALL DO MY BEST. I SHALL KEEP THE SOLDIER'S FAITH"



THE GENERAL IS ESCORTED THROUGH CROWD, TO AUTOMOBILE WHICH TOOK HIM TO HOTEL

HONOR MACARTHUR'S NAME

arrival in Australia six weeks ago. The scenes shown below at left took place in Melbourne's Spencer Street Railroad Station on the morning of March 21.

Meanwhile in this country the MacArthur fever raged. From coast to coast parents named their

babies after World War II's most distinguished military hero. New York City was the center of the Baby MacArthur boom. There, in March and April, no less than a dozen newborn babes of all antecedents were tagged with the general's Scottish names (*see below*).



CAMPAGNA & FRUSCI TWINS ALL GET MACARTHUR FOR MIDDLE NAME



DOUGLAS HAROLD MACARTHUR



DOUGLAS MACARTHUR SALAVEC



DOUGLAS ARTHUR LIPKA



DOUGLAS ARTHUR MCNEIL



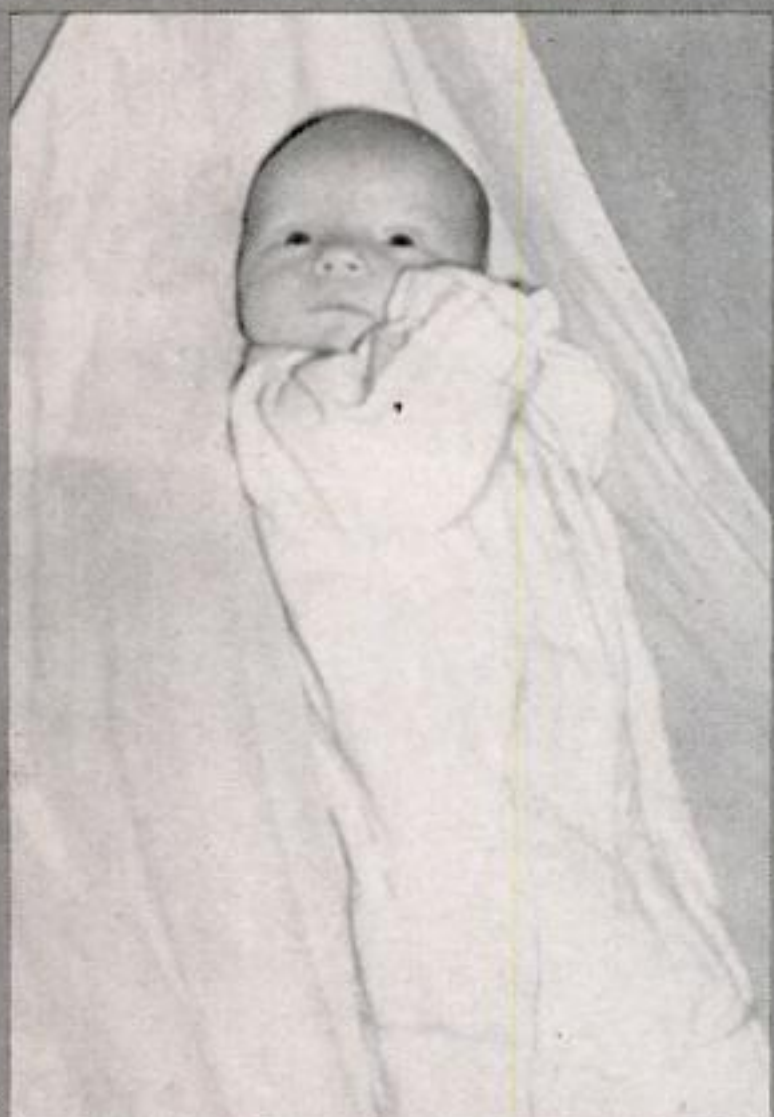
DOUGLAS ARTHUR MACVEIGH



DOUGLAS MACARTHUR MILLAR



DOUGLAS ARTHUR MCGREGOR



DOUGLAS MACARTHUR GUNNER



DOUGLAS MACARTHUR BROTHESON



DOUGLAS MACARTHUR THOMPSON



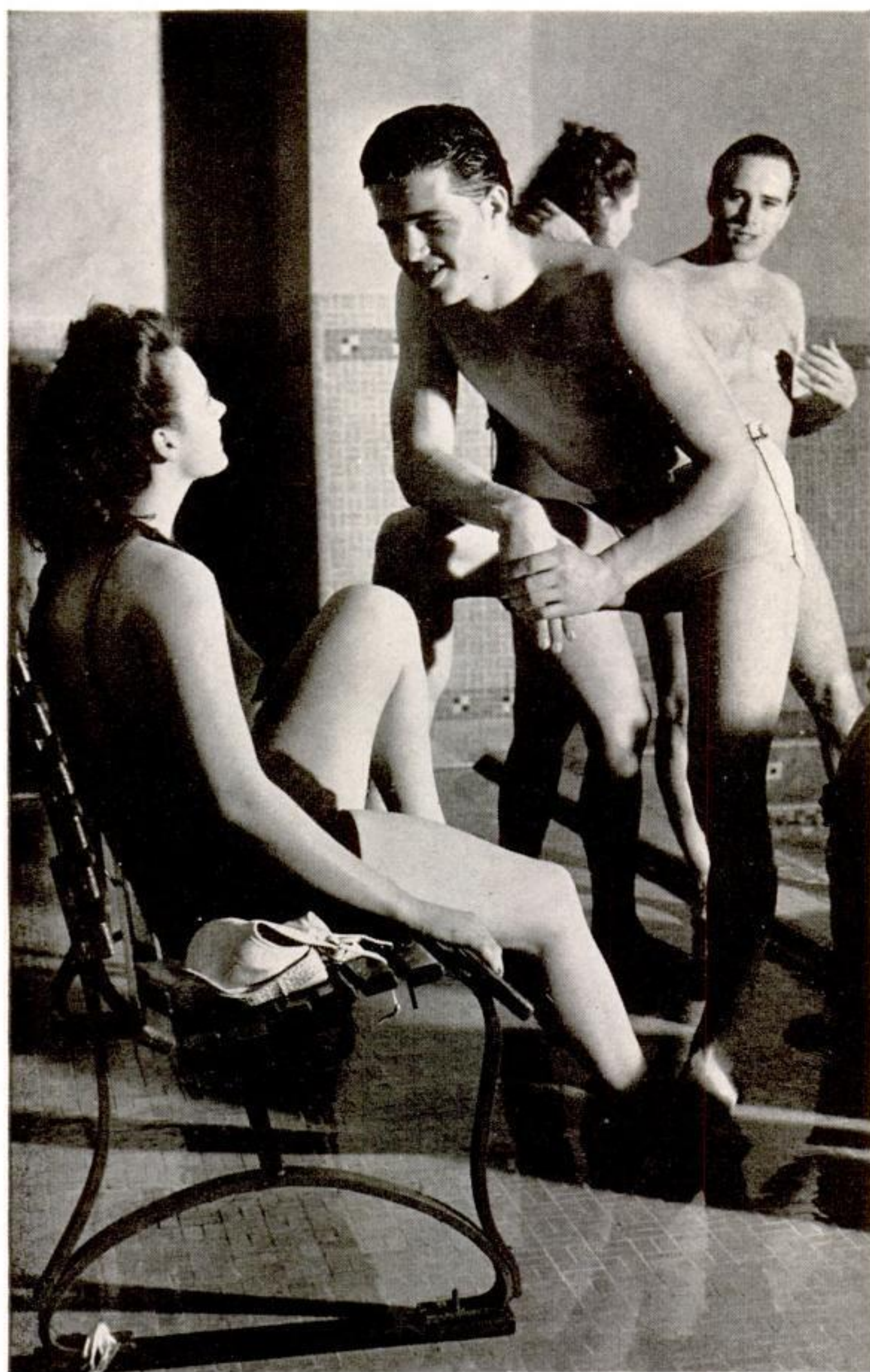
DOUGLAS MACARTHUR BRYANT

DEPARTMENT OF JUSTICE GETS TOGETHER IN POOL

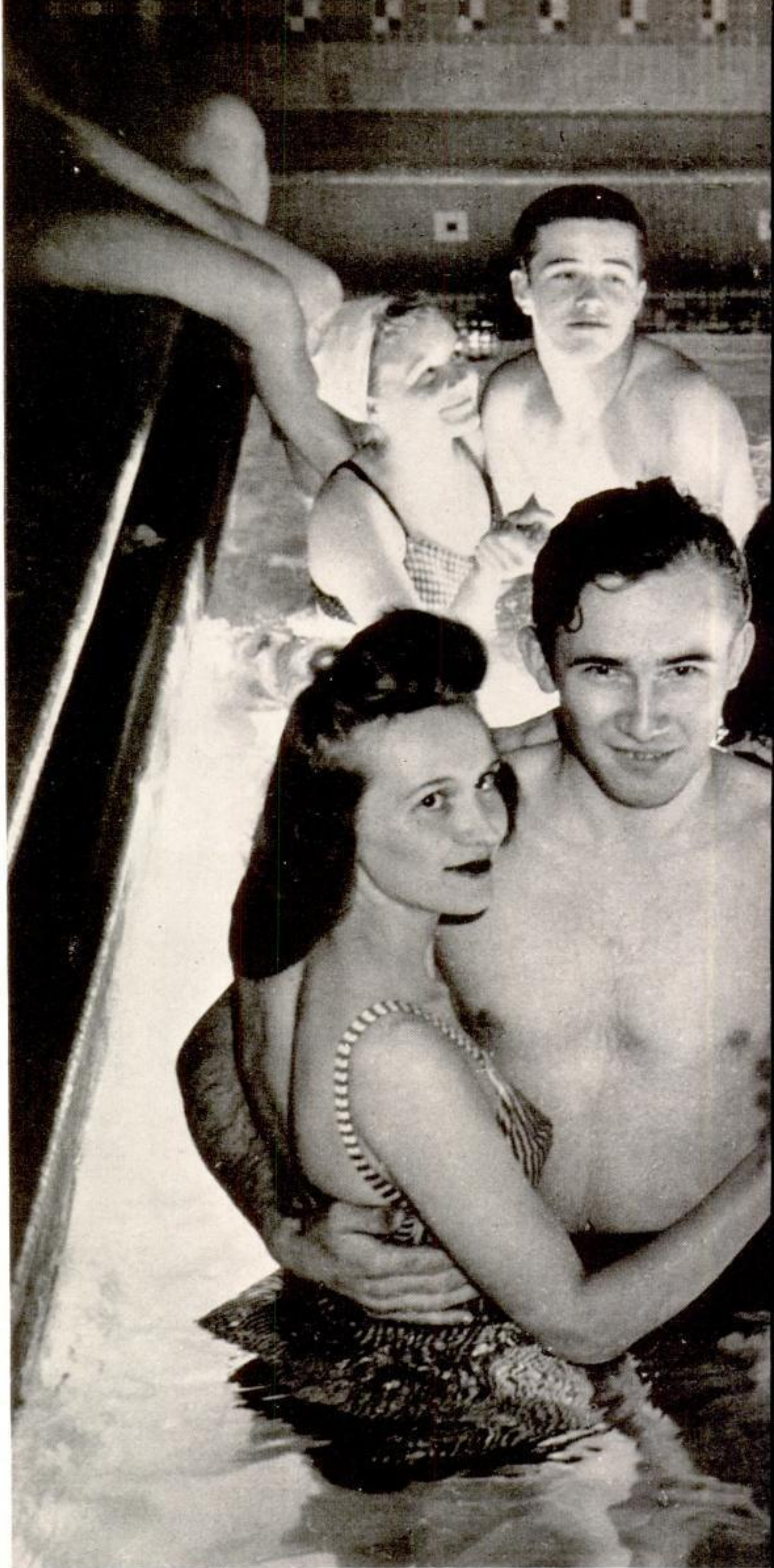
In Washington one night recently, employees of the Department of Justice effected their own solution to one of the capital's gravest municipal problems. In recent years Washington's professional population has been expanding with rocket rapidity. And since Pearl Harbor new torrents of men and women have poured weekly into the endless corridors of government. These wartime employees, hailing from 48 States, have been suffering for the most part from a peculiarly acute form of big-city loneliness.

Pondering this situation, a gregarious and social-minded Department of Justice worker named Robert F. Moulton conceived the idea of a departmental recreational association. He consulted Clive W. Palmer, special assistant to the Attorney General, and other high-ups, and from them won official sponsorship for his plan. A constitution was drawn up. Questionnaires were sent to 8,000 department employees, asking each to check from a score of choices which recreational activities he liked best. Membership in the association was fixed at \$1 a year.

Since Christmas the association has flourished with fabulous success. Individuals and groups with interests in common have been brought together. Circular letters have kept employees regularly notified of impending events. And the association has arranged discounts for its members at Washington shops. On these pages you see the association's happiest effort to date—a "Splash Party" held in the swimming pool of the Ambassador Hotel and attended by some 400 energetic and sociable Department of Justice employees. Admission fee was 29¢.



GIRL CHARMS BOY. CHIEF AIM OF PARTY WAS TO FOSTER CONVERSATION, PROMOTE DATES



WATER DANCING AT SHALLOW END OF POOL IS NO. 1 HIT OF DEPARTMENT OF JUSTICE'S



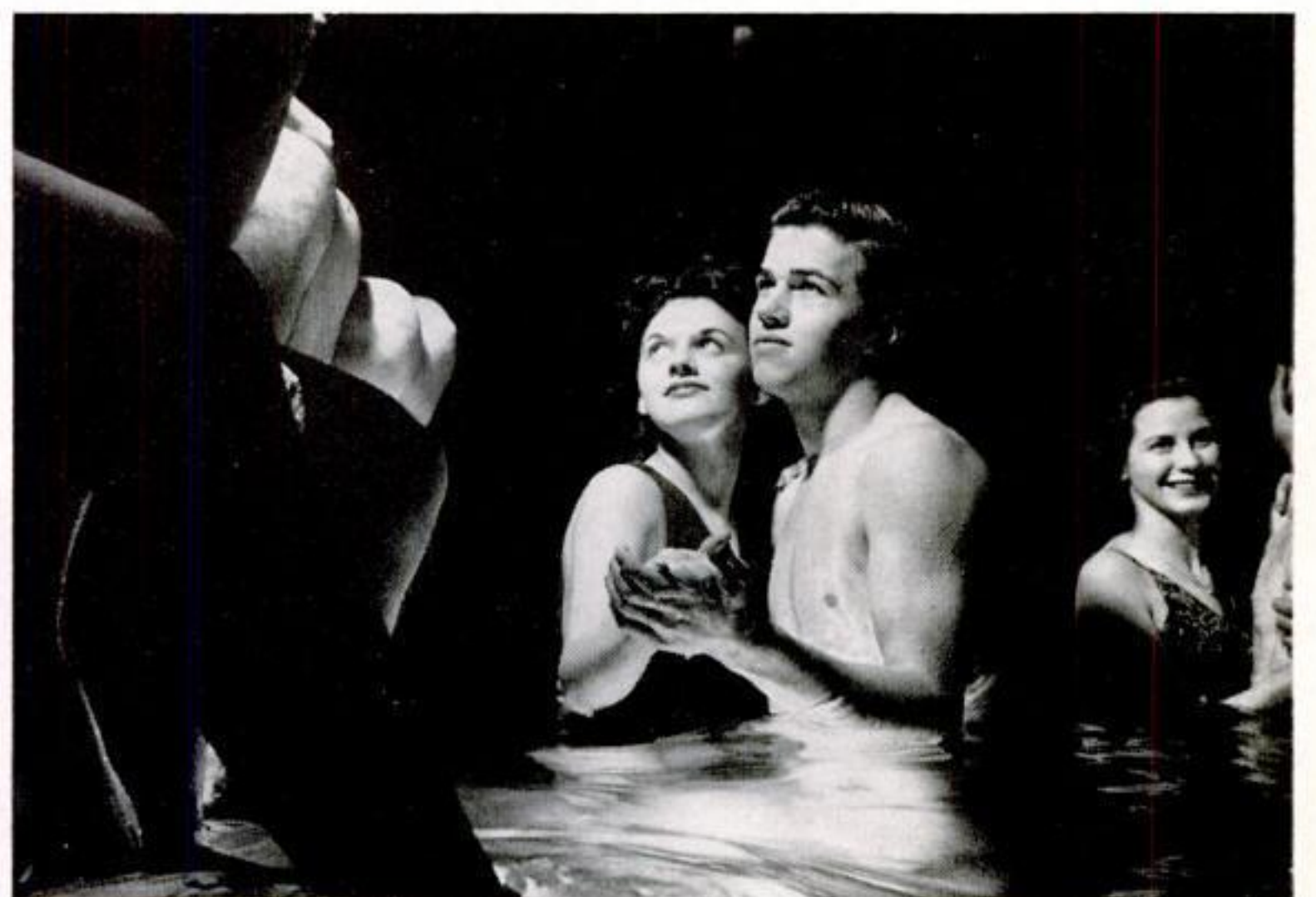
LAZY COUPLE DRIFTS & DREAMS IN RUBBER RAFT, LATER USED FOR A "PUSH-OF-WAR"



"SPLASH PARTY." COUPLES WHO TRIED IT FOUND THEMSELVES AMUSINGLY BUOYANT, LIGHT-FOOTED AND UNABLE TO MOVE IN NORMAL DANCE TEMPOS. NOTE UNDERWATER LIGHTING

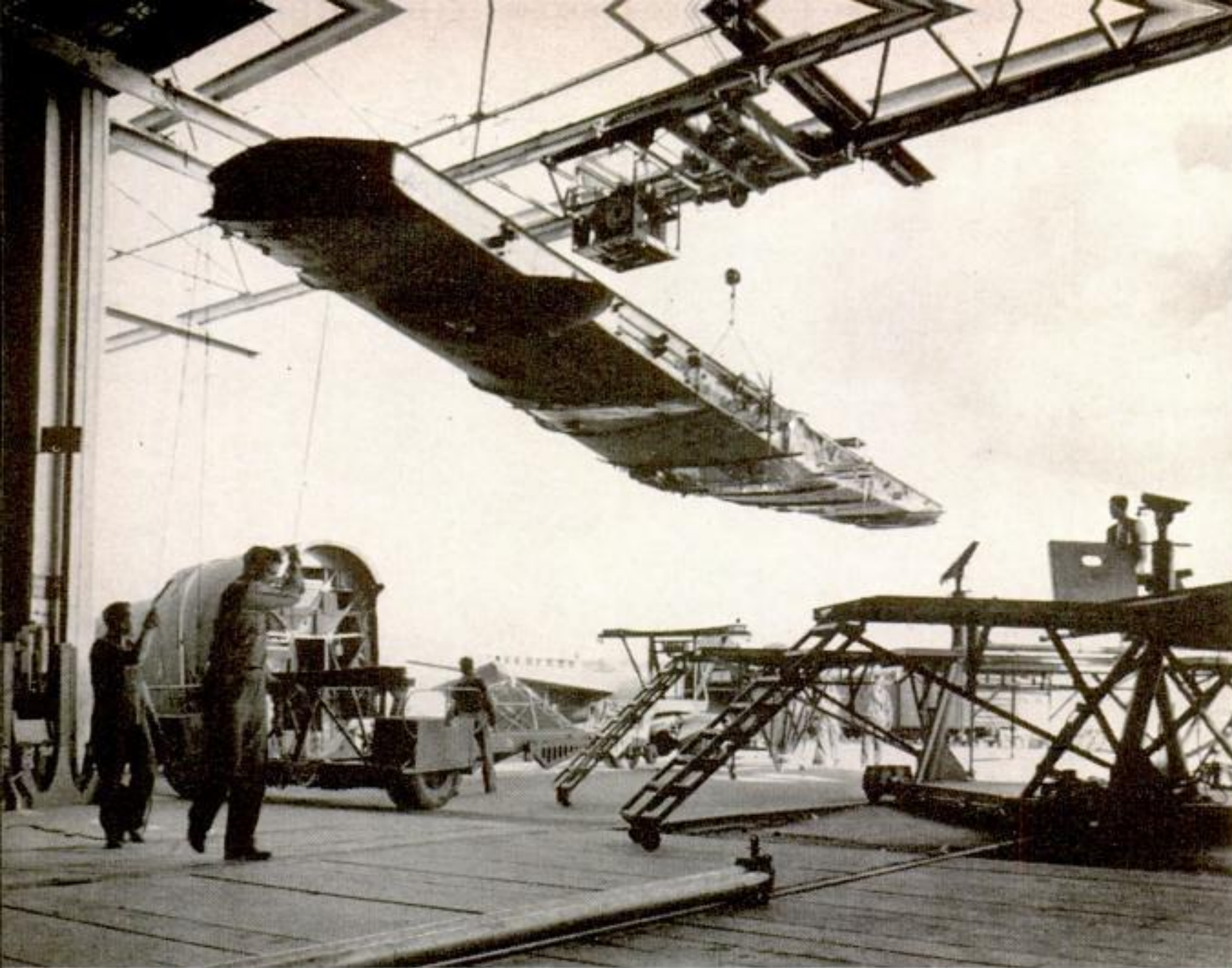


FREE-FOR-ALL RAGES AS GIRLS TRY TO DISMOUNT RIVALS AND DUCK THEM IN WATER

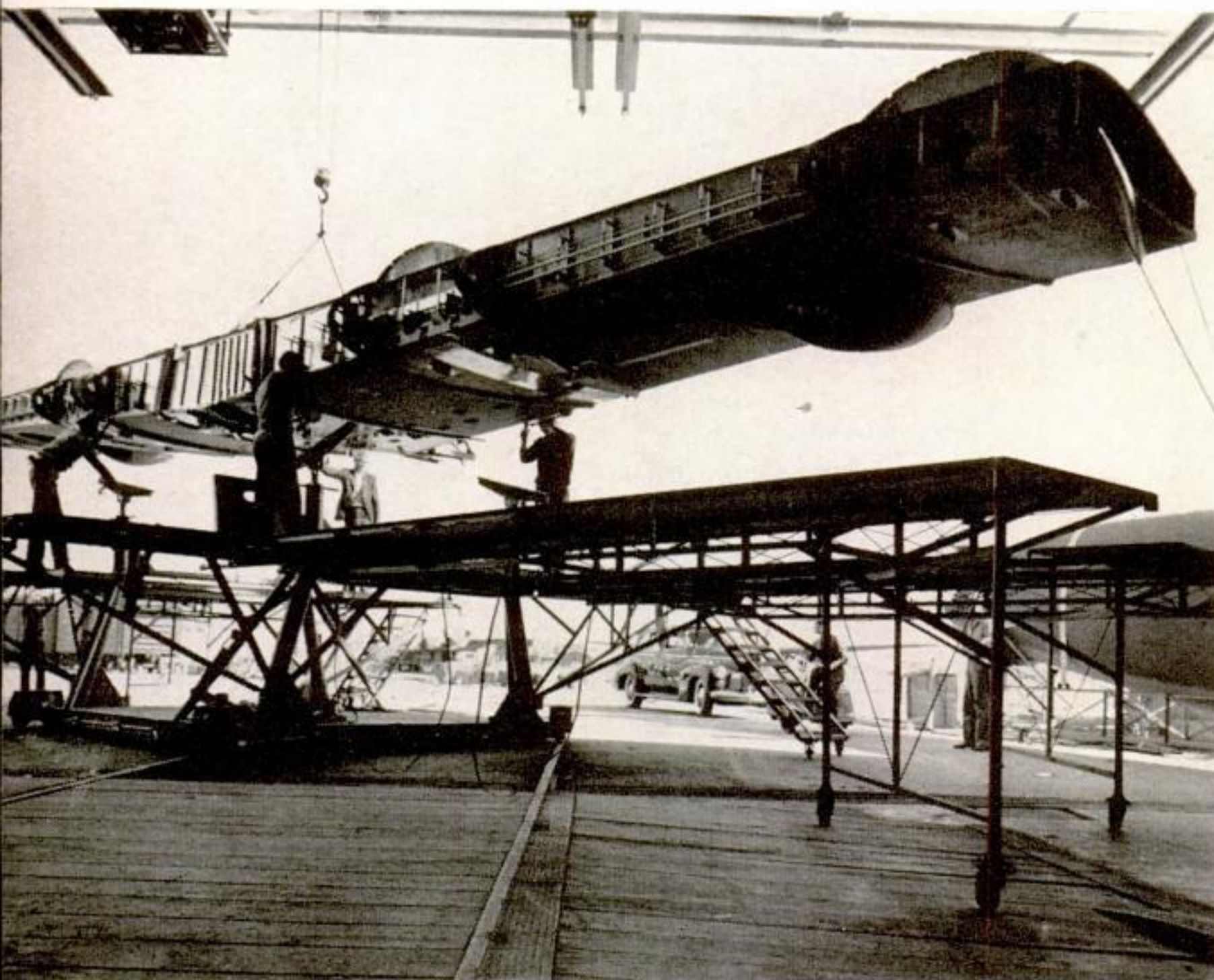


STARRY-EYED COUPLE DREAMILY DANCE IN LUMINOUS WATER AS FRIENDS DANGLE TOES

BIG BOMBERS ROLL OFF MOVING ASSEMBLY LINE



First stage of assembly is convergence of big units from nearby parts plant at entering end of line. Here an overhead crane is lowering center wing section of a B-24D onto moving cradle on which it will ride till plane is completed. At left: a section of fuselage rolls up to the line via trailer truck.



Center wing section is eased gently onto the moving cradle. In foreground, note tracks down which the cradle will wheel on its long journey through the plant. Below: an engineer, sighting through transit, lines up position of plane sections as they are joined in the first ticklish union on the mating jig.



Here you see pictures, just released, of heavy bombers being assembled for the first time in aeronautical history on a continuously moving line. The planes are B-24D's, huge craft that can carry four tons of bombs more than 3,000 miles at speeds in excess of 300 m. p. h. Incubator of these birds of war is the vast Consolidated plant at San Diego, Calif. Until a few weeks ago, Consolidated's long line of cradles moved fitfully, jerking forward from stage to stage as operations progressed. In mid-March the line went into continuous, smooth, unceasing motion. To those who wondered why this technological triumph had not been achieved earlier, Consolidated explained: an average automobile is composed of 15,000 parts; a B-24, of 101,650 parts pegged together by 500,000 rivets.

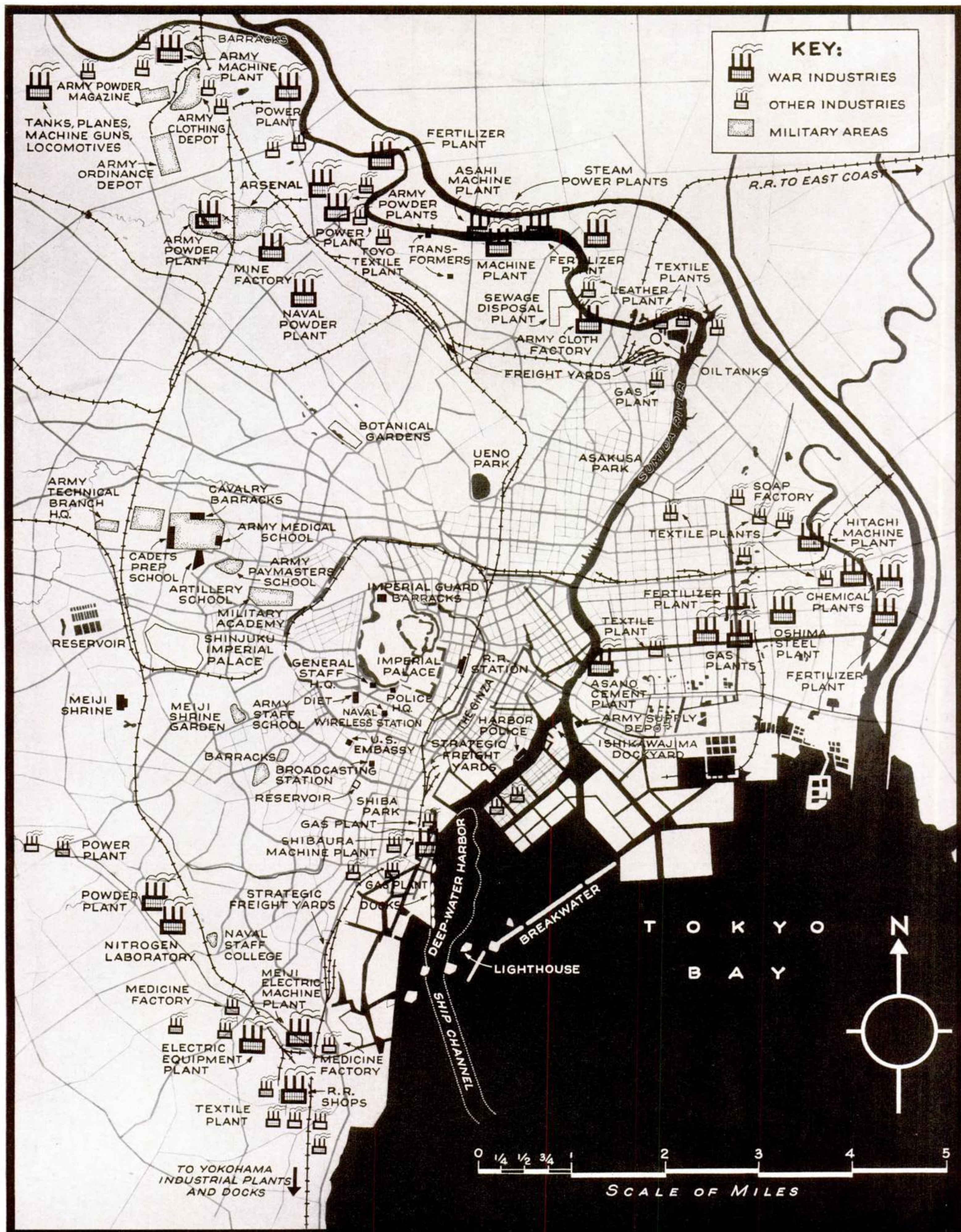
On this page you see the start of the bomber-assembly process. Here at the head of the line big units, fabricated in the nearby parts plant, are mated on the jig around which the bomber will take shape. On the opposite page you see the line rolling away from the camera into the horizonless vistas of the quarter-mile-long plant. From the gallery at the left, subassemblies flow down to the mechanics on the platforms. Movement is imperceptible, like that of a minute hand on a clock. But the workers can gauge by the serial lines on cradles and floor their progress toward the end of each special stage. In the remote distance the line curves back on itself and returns the long quarter mile to the front end of the plant. Planes nearing completion, with wings and propellers attached, may be discerned at the extreme right.



Head of the line is dominated by Consolidated's special assembly rig, whose articulated spidery arms are visible in the distance. The planes are moving away from it toward the camera.



With their wings neatly dovetailed, B-24D's move down Consolidated's half-mile-long assembly line



Tokyo's military targets for high-explosive bombs are shown above. The best concentrations for bombing are at top, bottom

and center right. There are the military factories, depots, magazines, powder plants, machine plants and the great Oshima

steel plant. Before Japs and Germans bomb an Allied city, like London or Chungking, they always make up such a map as this.

TOKYO IS BOMBED AT LAST

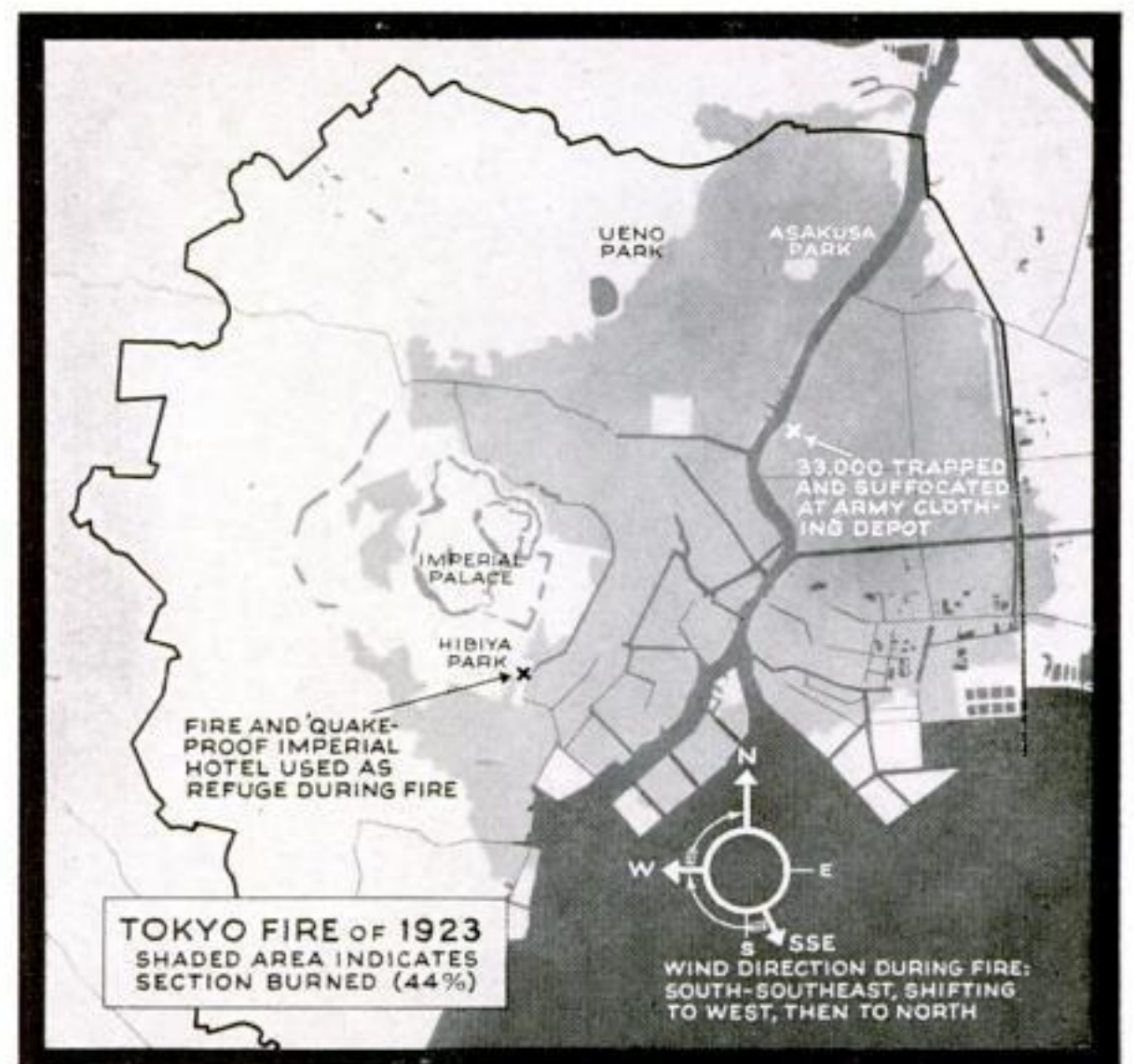
Japan rushed to the radio April 18 with the news that American bombers had plastered Tokyo, Yokohama, Kobe and Nagoya, center of Japan's plane industry. The radio announcers, sounding breathless and unstrung, announced that the Tokyo raid had begun at 12:30 noon Saturday, when all Tokyo's charcoal stoves are alight for the noon meal, and lasted until nearly 4 p. m. Both 4-lb. incendiary and high-explosive bombs were dropped. The attack was apparently a complete surprise, so unbelievable to the Japanese that at first they ignored the sirens. It was announced that "the Imperial family is safe" and claimed that nine bombers were shot down.

These first announcements by Japan were matched by official silence by the U. S.

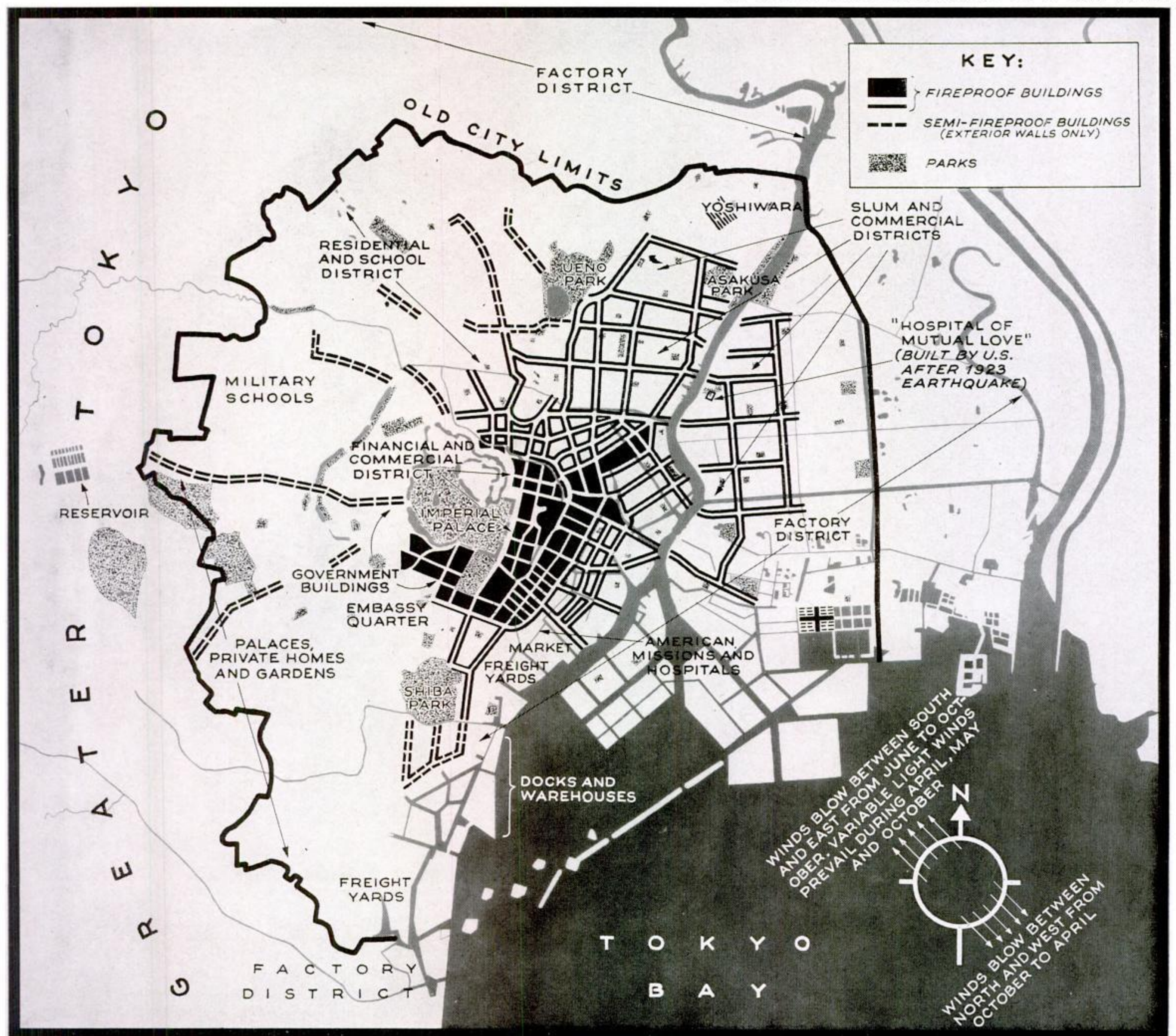
What there is to bomb in Tokyo is shown by LIFE in the two maps on these pages. On oppo-

site page are military objectives suitable for high-explosive demolition bombs. Below is diagrammed Tokyo's attempt to make itself proof against fire, its worst enemy, which burns the equivalent of the whole city every quarter century. All the white areas are highly inflammable. The black areas are fireproofed. The broken lines are semi-fireproofed. What burned in the great earthquake fire of 1923 is mapped at right.

The winds of Tokyo, described to tourists as "propitious for kite flying," are also propitious for spreading fire. Fire annually destroys 8,000 of Tokyo's 1,100,000 houses. Built on low reclaimed land, crisscrossed with canals, dotted by innumerable wells, Tokyo has plenty of water with which to fight fire. Its fire department has drilled so intensively of late that today it is supposed to be one of the most efficient fire defenses in the world.



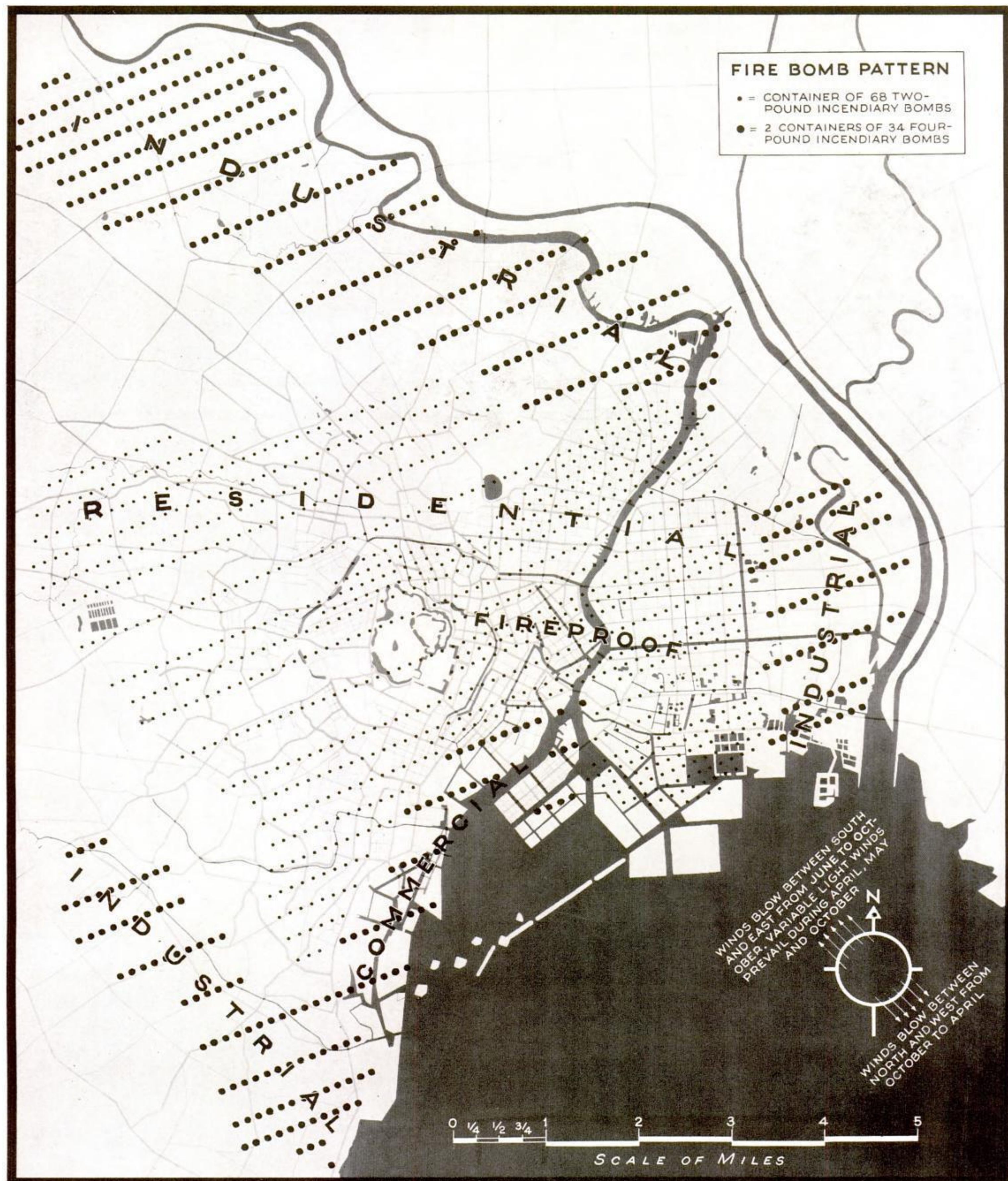
44% OF TOKYO (SHADED GRAY) WAS WIPED OUT BY GREAT 1923 FIRE



Tokyo's fire problem is shown as a black core of fireproofed buildings and a partial grid of fire-break buildings. The inflam-

mable slums are at the top and right, including the Yoshiwara (red-light district) where fires frequently start. Tokyo so fears

fire that even small fires send drummers beating a triple-warning throughout the city. Arsonists 100 years ago were crucified.



ONE HUNDRED BOMBERS FLYING FROM LEFT TO RIGHT ACROSS TOKYO MAKE THIS PATTERN WITH THEIR INCENDIARIES. EACH OF THE DOTS INDICATES FOUR FIRES STARTED

HOW TO BURN DOWN TOKYO WITH INCENDIARY BOMBS

The map above does not show how Tokyo was bombed April 18. Nor does it show any future U. S. plans for the bombing of Tokyo. What it does show is the theoretically perfect pattern in which 100 bombers might sow sufficient incendiary bombs on a city of Tokyo's construction and layout to insure its destruction by fire. Data on which such a plan was worked out by LIFE are in published textbooks on bombing.

Where the population is thickest and fire-proofing is most highly developed, the fall of bombs is thickest. Incendiaries are dropped in containers. A big dot indicates two containers holding 34 four-pound bombs; a small dot one container holding about twice as many two-pound bombs. Six bombs out of each 100 may be expected to start fires. The planes fly normal to the prevailing winds, so fires would sweep across the city.

Hard-working America calls for soups like these...

APPETITES ARE UP, keener, sharper than ever! The need for soundly nourishing foods is vital! The simple homey dishes that Americans are partial to—these are the makings of today's meals. Many a day they feature good hot soup. In next to no time at all you can have bright bowls ready and waiting at each place, signaling with a whiff of savory steam, "It's time to eat!"

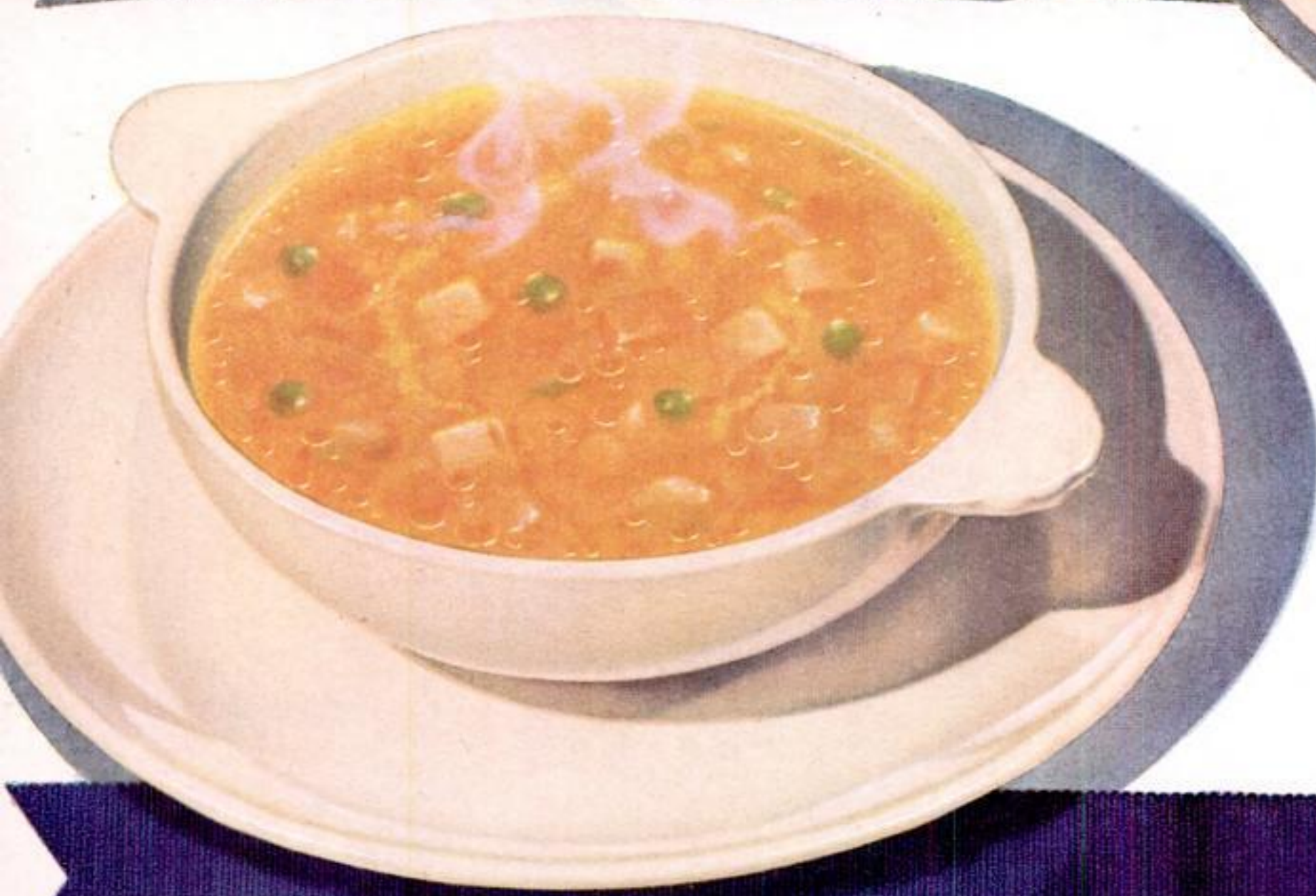
These are Campbell's Soups, quickly nourishing, deeply comforting, delicious always... the kind of soups folks want these days, when time is short and appetites are up-and-doing!

DO YOU LIKE CHICKEN? WHO DOESN'T?

Then, when the day's stint is finished, wouldn't it be nice to sit down to a golden-gleaming bowl of chicken soup like this one?... To make the rich chicken stock, Campbell's slow-simmer all the goodness out of plump chickens. And then they add tender rice and pieces of chicken, dark and light. Like chicken? Well, just as sure as you like chicken you'll like —



Campbell's CHICKEN SOUP



YOU CAN MAKE A MEAL OF SOUP!

Sure, these hungry days you'll round it out with some tasty refrigerator leftovers, and perhaps a dessert. But what makes the meal is such a soup as this. Campbell's Vegetable Soup has a rich, hearty beef stock and fifteen (no less!) different and delicious vegetables. Now does that add up to hefty heartiness? Women everywhere know this soup as "almost a meal in itself!"

Campbell's VEGETABLE SOUP



"TOMATOES FOR HEALTH" SAYS UNCLE SAM!

—and the best tomatoes you could hope to find are the luscious beauties that go into Campbell's Tomato Soup. They're specially grown to get the teasing taste that makes this the most welcome soup of all. And Campbell's Tomato Soup fits in fine with the times, particularly when served as cream of tomato, made with milk instead of water. Youngsters' lunches, odd-hour snacks, any family meal becomes more substantial, and more delightful when you serve—

Campbell's TOMATO SOUP

LOOK FOR THE RED-AND-WHITE LABEL

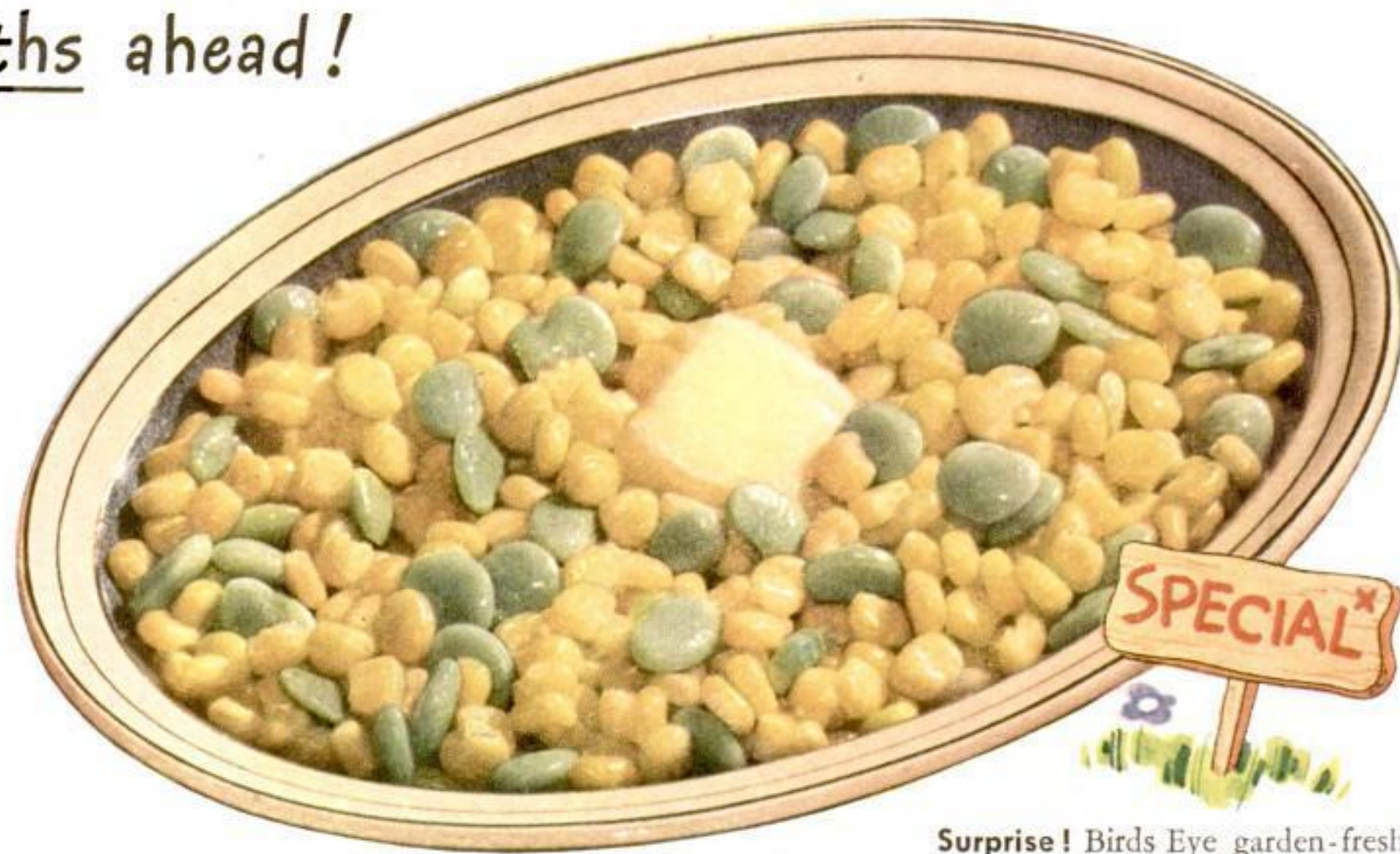


SURPRISE PACKAGES

... months ahead!



The Birds Eye magician ("Mr. Quick-Freezing") has conjured up these delightful surprises for you—*months* ahead and *specially* priced! Birds Eye Cut Corn . . . Strawberries . . . garden-fresh Green Peas—in APRIL! They're delicious . . . convenient. All cleaned, waste-free—ready to cook or serve! Cuts kitchen work . . . saves time!



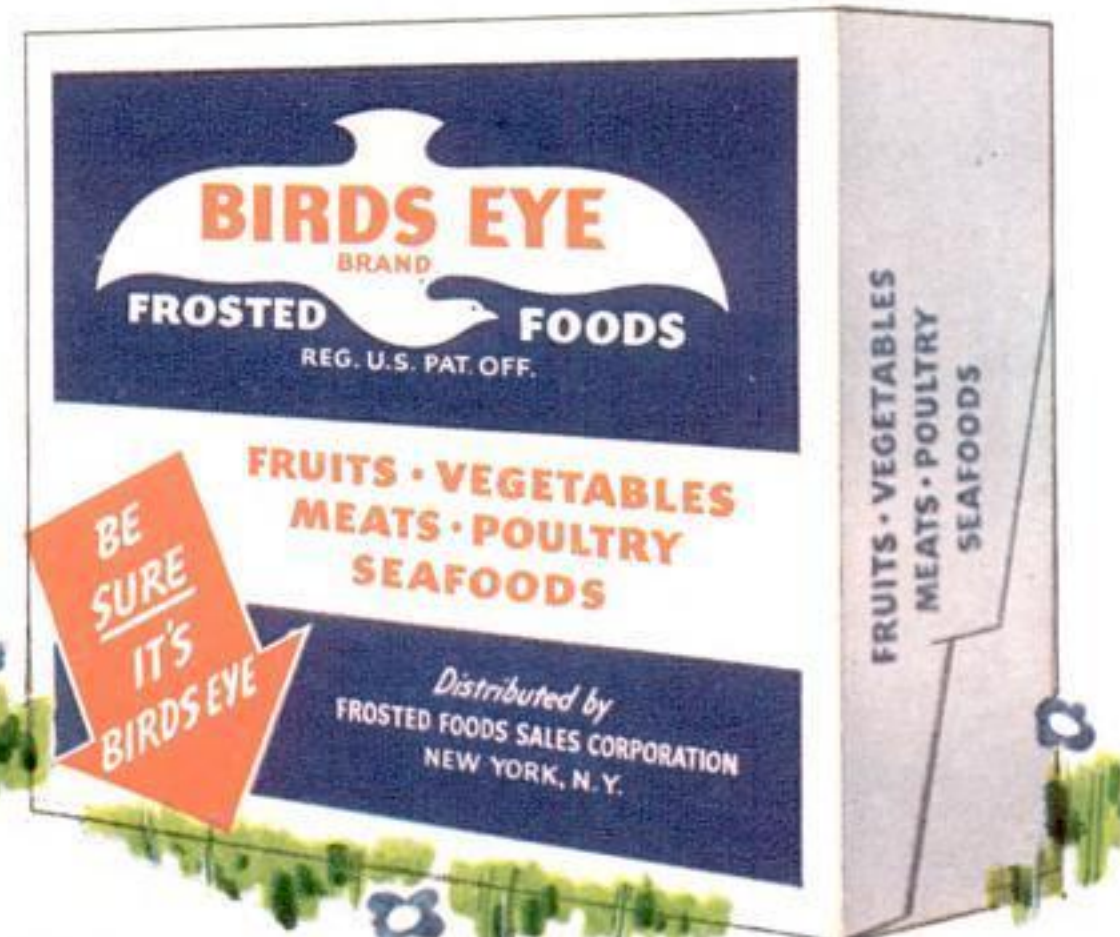
Surprise! Birds Eye garden-fresh Golden Cut Corn—it *can't* be surpassed! It's got a sugar-sweet flavor all its own! Country-fresh goodness is *sealed* in 4 hours after picking! Economical, too! 1 box serves 4—*generously!* (Combine with Birds Eye Lima Beans for succotash.)

Strawberries in April—*a-ab!* Picked when just sun-ripe! . . . So *fresh-tasting* you'd swear they'd just come from the garden. They're cleaned, sliced, sweetened—all ready to use. *Quick-Frozen*—their gorgeous field-fresh flavor *captured!* Just compare their special *low sale price* with *to-day's* prices on strawberries!



Birds Eye Green Peas? Garden-fresh? In April? Yes indeed—and the *best* you ever enjoyed! Their motto: NO work, NO waste! Shelled, washed, ready-to-cook! All that tenderness and flavor imprisoned by *Quick-Freezing!* And—1 box equals 2 lbs. of unshelled market peas! Buy now and **SAVE MONEY!**

BIRDS EYE has other *out-of-season* vegetable treats! FOUR MARVELOUS VALUES—each one extra delicious! Golden Sweet Corn-on-Cob—tender, tempting! Pure-white, delicious Cauliflower! Golden delicious Squash already cooked! Brussels Sprouts—perfect color, perfect flavor!



ONE WEEK ONLY!
APR. 27—MAY 2

WOMEN IN UNIFORM MARCH FOR A CAUSE

On April 11, for the first time since the last World War, 10,000 women tramped to the beat of military bands down New York's Fifth Avenue. There were women in khaki, women in defense blue, women in coats and women in pants. There was a confusion of uniforms and no one, not even Mrs. Winthrop Aldrich, the marshal of the parade, could be expected to identify them all. Some of the marching women and most of the spectators were probably puzzled about

what, exactly, are the duties of the women now in uniform. Significant and symbolic is the fact that 10,000 of them put on flat heels and gave up a Saturday afternoon to march for a cause they deemed worthy, i. e. enlisting recruits for the Volunteer Nurses' Aides Corps. Below and on the pages following is a fleeting glimpse of a few of the 10,000 determined women patriots who give their time and toil without pay and ask as recompense only the glory of uniform insignia.



THIS IS PART OF MANHATTAN'S CIVILIAN DEFENSE ARMY. TRIANGLE IS READILY RECOGNIZED SYMBOL OF ALL OCD'S. WOMEN ABOVE BELONG TO COMMUNITY SERVICE BRANCH

*"I don't care WHAT
the book says!"*



**Forget fatigue in an
IVORY BATH!**

Wrap yourself in warm, soft velvet suds from that big white floating cake. You feel as if you have a new skin when you smooth Ivory's mild lather over your arms and legs and body. Notice how light and supple your muscles feel in an Ivory Bath! Your anxieties dissolve. You'll step out of that lovely New Ivory lather rested, relaxed, revived, with a . . .



**Fresh Start for the Day's
Best Hours!**

You'll find your family so much more *fun* when you feel rested and refreshed after your Ivory Bath. Ivory lathers faster than any other leading bath soap, and that clean "Ivory" smell leaves you delightfully dainty. Be that way *every* day. Get a Fresh Start each afternoon in a velvet-suds Ivory Bath!

99⁴⁴/100 % PURE • IT FLOATS

TRADEMARK REG. U. S. PAT. OFF. • PROCTER & GAMBLE

*For a FRESH START...
Take an IVORY BATH*

Women in Uniform (continued)



Motor Corps of AWVS is distinguished by visored cap. Tasks include driving mobile kitchens and AWVS ambulances. Members also drive own cars for military purposes.



Red Cross Motor Corps in official uniform marches behind Mrs. Capt. Rand Smith. Duties include transporting chapter personnel and materials, manning ambulances.



Air Raid Wardens have no official uniforms. Tin hats and arm bands are official. Duties generally require four hours' work a week. Some women are on 4 a.m. to 8 a.m. shift.

CONTINUED ON PAGE 42

FIVE ILLUSTRATIONS OF A SLOGAN...

"Nothing Old-fashioned but the Hospitality"



THOUSANDS OF STATLER BEDROOMS have been done over — some, like the Boston Statler room above, in the modern manner. *All* are handsomely furnished and decorated — *all* have those dream-inviting Statler beds! Ladies, for you — special rooms! Done in the charming manner of your own room at home — our way of extending Statler old-fashioned hospitality!



NEW FACES FOR OUR LOBBIES! Statler lobbies have had beauty treatments. Above, the completely renovated Detroit Statler lobby. But one thing that hasn't changed is the friendly Statler hospitality! You'll come face to face with it as soon as you step into the lobby. The whole Statler staff will make you feel at home almost at once!



GLORIOUS EATING—AMERICAN STYLE! Statler meals are not *ordinary* hotel meals: Our modern research kitchens constantly add sparkling, *new* dishes to our already famous menus. Even old favorites are more luscious when prepared by Statler Chefs. Chicken fricassee... old-fashioned blueberry muffins... home-made ice creams... Statler eating is *wonderful* eating.



SWELL PLACES FOR A GET-TOGETHER are the Statler private dining rooms! Above you see the Keystone Room of Hotel Pennsylvania, being readied for a party. You'll find *all* the private meeting rooms at the Statlers handsomely redecorated and beautifully furnished... ready to accommodate anything from a bridge luncheon to a convention! Let Statler service and hospitality make your next party a grand success!



OLD-FASHIONED HOSPITALITY WITH A MODERN TWIST! If you forget your luggage, or purposely travel "light," we'll whisk up an overnight kit containing all the items you see pictured above! (A *special* kit for the ladies, too!) It's just one of the *dozens* of friendly, free Statler services! Typewriter... ice-bag... electric iron... non-allergic pillows. It's our way of demonstrating that there's "Nothing Old-fashioned but the Hospitality"!



STATLER OPERATED

	For one	For two
HOTEL PENNSYLVANIA	\$3.85	\$5.50
NEW YORK		
HOTEL WILLIAM PENN.	\$3.85	\$5.50
PITTSBURGH		

NOTHING OLD-FASHIONED
BUT THE HOSPITALITY

Statler Hotels

HOTELS STATLER IN

	For one	For two
BOSTON	\$3.85	\$5.50
BUFFALO	\$3.30	\$5.50
CLEVELAND	\$3.30	\$4.95
DETROIT	\$3.30	\$5.50
ST. LOUIS	\$2.75	\$4.50
WASHINGTON, D. C.		(Now Building)

★ BUY UNITED STATES DEFENSE BONDS NOW! ★

Rates begin at prices shown

How to Tame a Brother



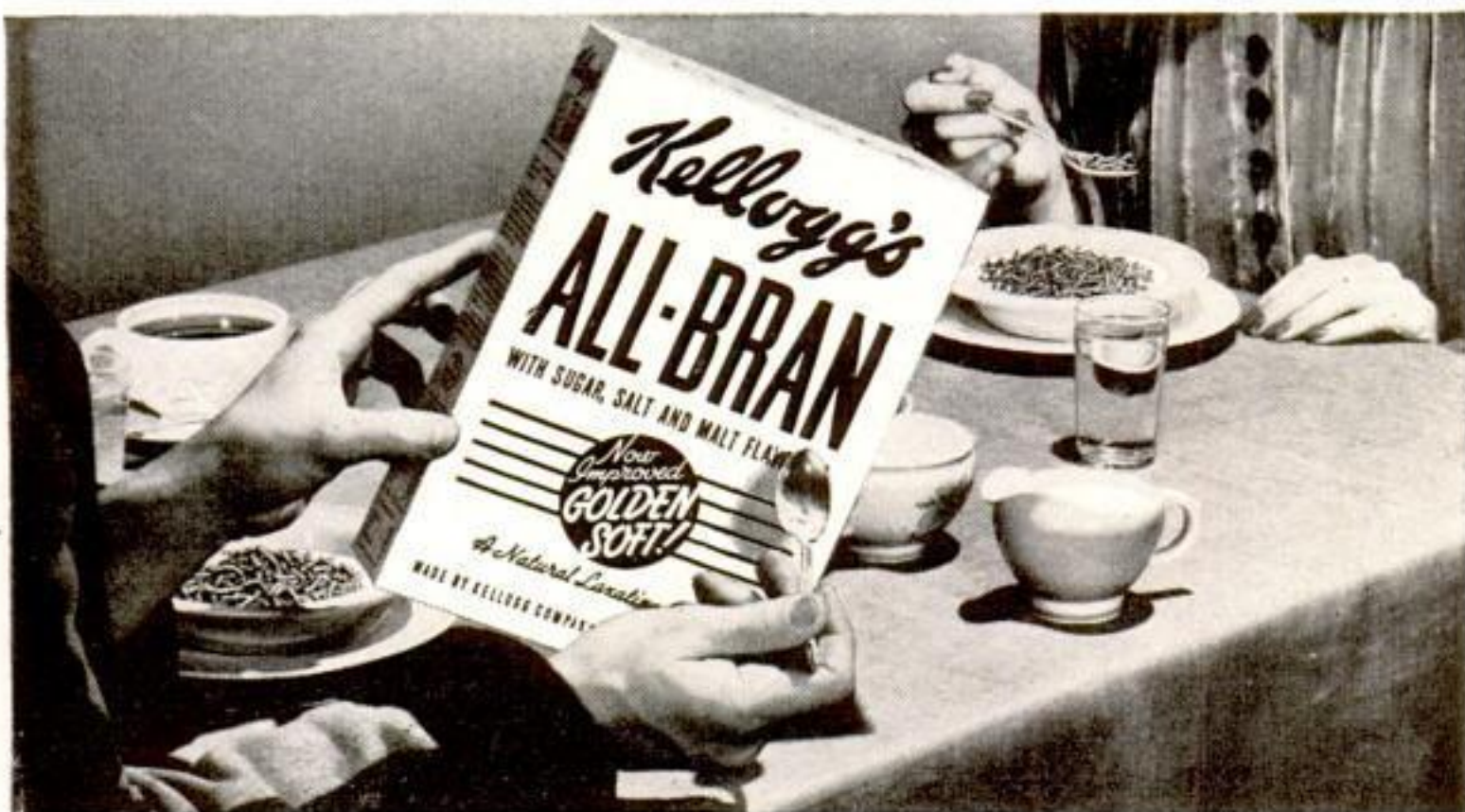
BILL'S THE SWELLEST brother a girl ever had. But sometimes he gets me *so* mad! Like the other morning for instance. He stands up there, his chest puffed out, a grim look on his face and says, "Listen, muffinhead, let me tell you something. When your innards are off the beam, there's only one thing sets 'em straight—a good, stiff, old-fashioned *purge!*"



"**LISTEN TO OUR WILLIE!**" I said. "Just full of bright little ideas that are about as up-to-date as a horse-car. I don't suppose it ever entered your head to find and correct the *cause* of your trouble. Oh, no! Well, you come along with me and learn something!"



"**THIS OUGHT TO BE GOOD!**" he says. "You bet it's *going* to be good. This swell, crunchy cereal's got just what it takes to get at the cause of constipation due to lack of 'bulk' in the diet. It's **KELLOGG'S ALL-BRAN**. It may be just what you need. Eat it daily and drink plenty of water."



I'VE GOT TO HAND IT TO BILL! He was a good sport. "Sis," says he, "you've really got something here. This **ALL-BRAN** is tops. If it will make me 'Join the Regulars,' you've got your bid to Spring Houseparties right now!"

Join the "Regulars" with
Kellogg's All-Bran

NOW IMPROVED—GOLDEN SOFT—DOUBLY DELICIOUS

MADE BY KELLOGG'S IN BATTLE CREEK

SOLD BY GROCERS EVERYWHERE

Women in Uniform (continued)



American Women's Hospitals Reserve Corps is an outgrowth of a similar organization active in the last war. Duties include first aid, canteen work and weekly rifle drill.



Women's Defense Cadet Corps of America (Queens division, above) is a national organization started two years ago. Women can drive 7½-ton trucks, know how to shoot.

COMMUNITY

The Finest Silverplate



"John, I think the General's jealous!"

OF COURSE he's jealous. He likes Jim's taste in brides. He likes *her* taste in silverware. And he knows that the bride's treasured Community*, like her marriage itself, is built to last a *life-time*. Handsome table services in *free* anti-tarnish chests as low as \$34.65 (Federal tax included).

*If it's Community
it's correct!*



*TRADEMARK

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Flying Cadet Bill Kelly sits in his BT-13 North American training plane with a confusion of instruments in front of him. He is learning formation flying and his young face is turned back to look at the plane behind him, anxious to see that the aerial spacing is correct. This tense look lingers on the faces of the cadets as they learn formation flying. From the long looking backward, they go around with stiff necks.



Private Wylie Potter, No. 1 man of Battery B of the 37th Field Artillery, is the man who fires the 75-mm. gun. His face is frozen in expectation now as he waits for the sudden concussion. Watching for his superior's command to "fire," he is pulling back the lanyard—a short rope with a red wooden handle. When he pulls it back about 3 inches more, the percussion hammer will be released. It will spring back against the little round firing pin and the 18-lb. projectile will curve off toward the target.

SOLDIERS AT WORK

Tom Lea catches their absorbed expressions

Tom Lea, the Texas painter, did these three portraits of U. S. soldiers going about their business. A quick-eyed artist, Lea captured on his canvas the expressions of absorption that come on soldiers' faces as they do their work. An articulate artist, Lea wrote comments on his subjects which, like his portraits, bring them sharply to life.

After painting Flying Cadet William Kelly at Randolph Field, Tom Lea wrote that he "felt something mystical in the air down on 'the ramp' where the boys are learning to fly. With a kind of fanatical earnestness and devotion, the kids learn the mysteries of another dimension. Bill Kelly won't even smoke or drink, much less take a snort, for fear it might disturb his flying. When he receives his commission, Kelly will be entitled to drive a streak of lightning through the sky, squirting beautiful multiple streams of burning lead at moving targets." Bill Kelly, a 23-year-old lad from Mena, Ark., has gone on since Lea made this painting. As Second Lieutenant Kelly, he is a flying instructor at Perrin Field near Sherman, Texas, teaching new corps of youngsters the mysteries of flying.

Lea saw Wylie Potter, 23, as "big, good-natured, raw, hard, fresh from Mangum, Okla. The dusty sunsets at Mangum, the plowing, the jalopies, the jukeboxes and Ma seem like a long time ago to Wylie." They must seem a longer time now. Wylie Potter is a corporal, still a gunner and on duty at Fort Sill, Okla.

Sergeant Ralph H. Hulse, a 25-year-old Texan who was an oil rigger before joining the Air Force, is "a big fellow without much to say. Children and shavetails can fly the damn wagons but who makes them tick, who puts them up there, who works all night so that 450 horses can pull the chariots through the sky in the morning? Hulse does . . . wiping his hands on a piece of waste to take a fresh chew out of his pocket. If your car broke down in the Mohave Desert, you'd dream of Hulse as the Angel of the Lord." Now promoted from crew chief to flight chief in charge of a group of planes, Staff Sergeant Hulse is at Midland Army Flying School in Texas.



Staff Sergeant Ralph H. Hulse has a rapt look on his face as he adjusts the precise machinery of a BT-13 trainer like the one Cadet Bill Kelly is flying (above left). The engine cowling is off and he is adjusting the hub of the variable pitch propeller. As sergeant mechanic and crew chief, Hulse is head mechanic in charge of a crew that services and maintains one airplane. He is the man responsible for seeing that the whole plane is in perfect working condition before it is allowed to go up again.

ALL THE WORLD LOVES A "HAPPY BLENDING"!



1. Gilbert, the Goldfish, was noble of soul
But he swam all alone in his circular bowl.



2. Gracie was charming, and neat as a pin,
And Gil met his "Bowl-Mate" when Gracie dropped in.



3. A true Happy Blending—
That's Gil and his Grace;
And the same perfect mating
Makes CALVERT an ace!

Yes, CALVERT'S a blend
Of great qualities, sir,
Which is why it's a whiskey
That millions prefer.

4. So speak up for CALVERT when you're on a quest
For a whiskey of mellowness, flavor and zest;
And your search will result in a true Happy Ending,
For CALVERT'S a triumph of true Happy Blending.

Clear Heads
Choose

Calvert

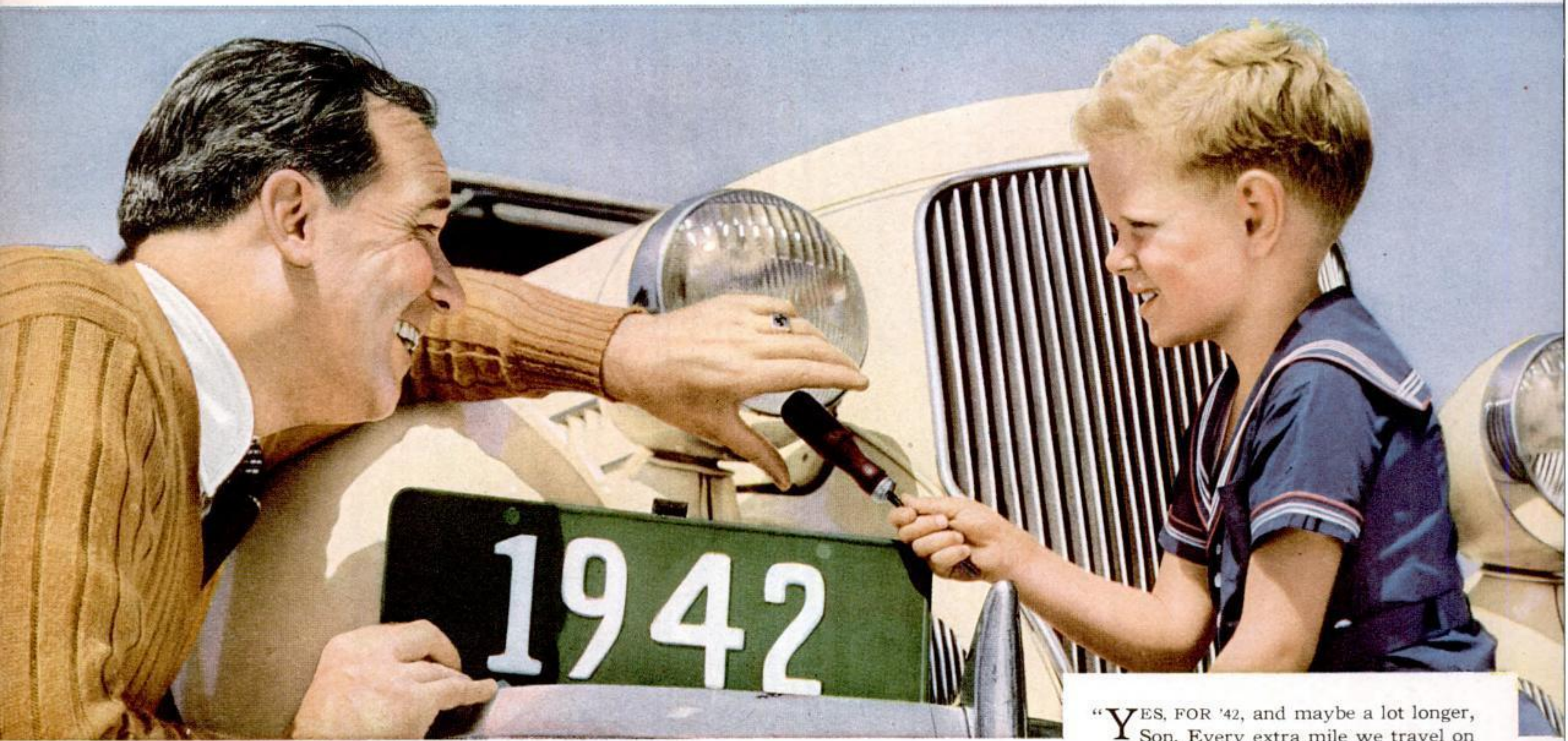


THE WHISKEY WITH THE "HAPPY BLENDING"

Calvert Distillers Corp., New York City. BLENDED WHISKEY Calvert "Reserve": 86.8 Proof—65% Grain Neutral Spirits... Calvert "Special": 86.8 Proof—72½% Grain Neutral Spirits.

"SHE'S GOTTA DO FOR '42."

WE'LL GIVE HER A FRESH START AT THE RED HORSE SIGN!"



"YES, FOR '42, and maybe a lot longer, Son. Every extra mile we travel on the errands that have to be run, just puts us one mile nearer victory and peace. When they come, we'll be thinking about new cars—but now we're going to make this one *last!*"

"Every regular check-up we get, every Fresh Start at the Red Horse Sign, means she'll 'do' longer. Every 1,000 miles she'll get a Fresh Start—Mobiloil (the world's largest seller) to keep the motor smooth—special Mobilgreases at all the squeak-and-wear points—check the tires, lights, plugs, battery, radiator—Son, *that friendly Mobilgas dealer is the best friend-in-need this car ever had.*"

"You always wanted to fly, Son. Maybe some day you will. But for now, let's keep 'er rolling with Flying Horsepower!"

SOCONY-VACUUM OIL COMPANY, INC.
and Affiliates: Magnolia Petroleum Co.,
General Petroleum Corporation of California



GIVE YOUR CAR A FRESH START

AT THE SIGN OF FRIENDLY SERVICE



OIL IS AMMUNITION, USE IT WISELY



WILMINGTON SCHOOLCHILDREN EMPTY SAP BUCKETS INTO THE "TOMAHAWK"—A TUB ON A SLED—WHICH FOLLOWS THEM THROUGH THE WOODS. BUCKETS TAKE TWELVE HOURS TO FILL

VERMONT HARVESTS ITS MAPLE SYRUP IN WARTIME

This spring the maple-sugar industry of Vermont unexpectedly took on a new wartime importance. First, the shortage of sugar, and of rum used to flavor most U. S. tobaccos, created a sudden demand for the syrup, ordinarily consumed only with flapjacks or as an ingredient of a few select pipe blends. Second, adult Vermonter who normally handle the syrup harvest were

busy in the Army and the nation's war plants. The result was one that delighted rural schoolchildren throughout the State. They received a special week's vacation to help with the "sugaring."

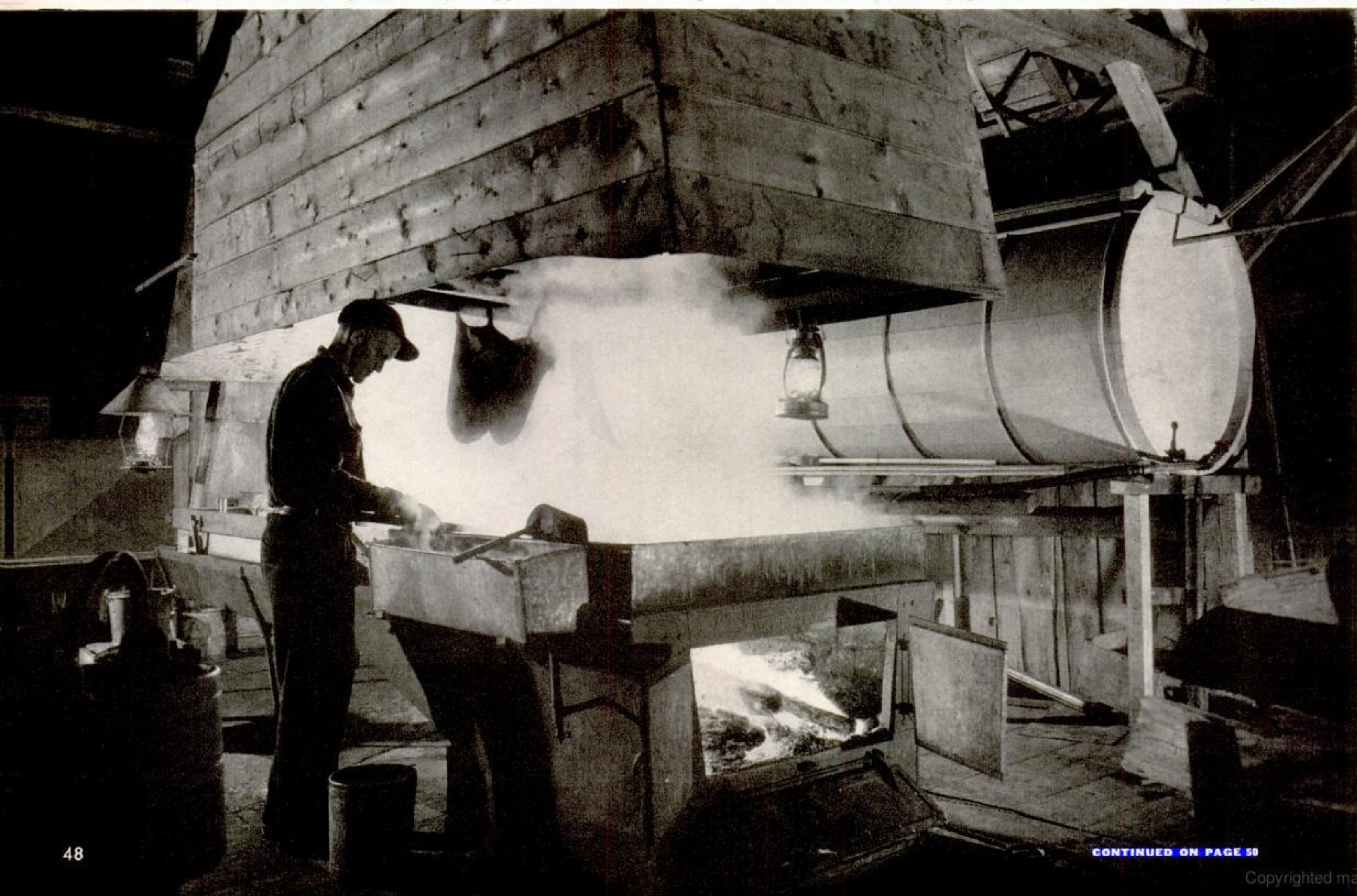
In the tiny hamlet of Wilmington, Vt. the 14 excited children you see on these pages gathered the sap from 2,000 maples on the last day of their sugar holiday. The

weather was fine. Overhead the sun was blazing in a blue March sky, while the sap trees cast their long straight shadows across the last winter snow. Boys wore their bluejeans and mackinaws. Girls wore their snowsuits. It seemed more like play than work, and at the end of the day, tired and glowing, they gathered round the sugarhouse to munch the traditional "sugar on snow."



Tomahawk returns brimming with 192 gal. to Ralph May's sugarhouse (above). Its contents will be piped from slope above house down into inside storage tank below. From there sap flows in a slow, steady stream into and through shallow evaporating pans above the wood-burning

"arch." Kept at boiling point, sap becomes thicker and sweeter as it passes along, is considered syrup when it "sheets" off the dipper of Attendant Merrill Green. Hood above evaporator conducts steam safely out. Hanging from hood are strainers for use when syrup is boiled down.



ONE
YEAR
OF
THE

1942 BRITANNICA BOOK OF THE YEAR

BRITANNICA BOOK OF THE YEAR 1942

\$10

1942 Britannica Book of the Year. annual publication of Encyclopaedia Britannica, has more than 1,000,000 words, 500 contributors, 400 pictures, 776 pages. Large type. Handsome binding. (In Canada, \$11.)

THE YEAR 1941 marked the turning point of the century — perhaps of many centuries. For by December 7 of that year the onrush of conflict had swept all the world before it.

From that date there is no turning back. The issue — between slavery and freedom, between the forces of barbarism and the forces of civilization — is being decided now.

And now the story of that momentous year is on the record — in word and picture and map and diagram — in the 1942 *Britannica Book of the Year*.

In the 776 pages of this book is told with authority the complete account of a world dividing against itself. Here is the story of the treacherous invasion of Russia, and the Russian resistance . . . the chronicle of the ceaseless Battle of the Atlantic, the grim saga of Pearl Harbor and the naval warfare in the Pacific.

Every aspect of 1941 — its political, scientific, industrial, artistic and athletic developments, as well as military — is detailed and interpreted for you by *Encyclopaedia Britannica* experts. No one who hopes to understand the times in which he lives will want to be without this factual, interpretive and stirring volume. Copies are on sale today at all good bookstores.

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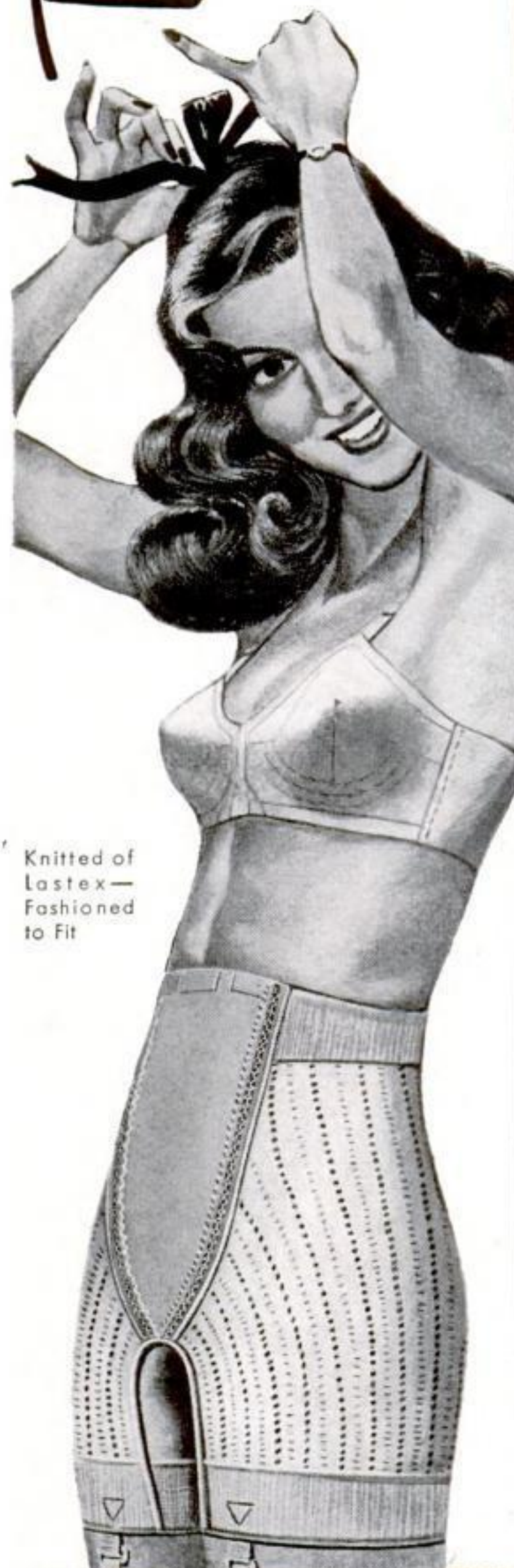
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"As Soft and Graceful
as a Waltz . . ."
say* Arthur Murray
Dancers . . .

Real-Form
GIRDLES OF GRACE



Knitted of
Lastex—
Fashioned
to Fit

Freedom to move gracefully, easily
. . . Raschel-Knit Real-Form Girdles
give you the assurance born of
confidence. Completely two-way
stretch, they won't roll or
"hike up". Every girdle guar-
anteed non-run. \$2.50 to \$4.



ACTUALLY OUTLASTS OTHER GIRDLES
"IMPORTANT IN THESE DAYS OF NECESSARY
CONSERVATION . . ."

*Send 10c (to cover mailing costs) for the Arthur Murray Dance
Book. REAL-FORM GIRDLE CO., DEPT. L • 358 FIFTH AVE., N. Y.

Maple Syrup (continued)



Nine-year-old Lee Boyd is too small to lift bucket alone, gets help from his uncle, Her-
bert Boyd, on latter's farm. Most children in group were several years older than Lee.



Ralph May funnels fresh syrup into labeled can for marketing. To make one gallon of
syrup or 8 lb. of sugar takes about 30 gal. of sap, a season's flow from average maple.



At the end of hard day's work, Agnes Fitch, 17, has earned her sugar on snow. This is
made by pouring hot syrup out on snow where it hardens, can be picked up with fork.



5¢

Made
With
REAL Root Juices

ONLY NATURAL FLAVORS



**HERBERT
MARSHALL**
featured in the
Loew-Lewin
Production,
"The Moon and
Sixpence."

**MEAT LOAF
GOES BIG WITH ME—
SERVED WITH THAT
"BROWN DERBY" *
MUSTARD SAUCE!**

*At Hollywood's famous restaurant they
say: "Colman's gives that special flavor."
Try their "Mustard Sauce" with meat.
1 cup chili sauce; 1 tbs. Colman's Mus-
tard; 2 tbs. French's Worcestershire
Sauce; 1 tbs. butter; ½ peeled clove garlic;
1 tbs. chopped
parsley or chives
and drippings
from meat. Heat
chili sauce, add
remaining ingre-
dients, stir till
butter is blended,
remove garlic.
Pour over hot
meat loaf when
serving.



FREE RECIPE BOOKLET—Atlantis Sales Corp.,
Sole Distributor, 3421 Mustard Street, Rochester,
N. Y. Please send me 12 new Colman's recipes.

Name _____
Address _____

The Thriftier Cuts of BEEF



Like all meats, the thriftier cuts bring you important B vitamins and minerals and are a rich source of complete, high quality proteins—plus, of course, that good meat flavor



This Seal means that all statements made in this advertisement are acceptable to the Council on Foods and Nutrition of the American Medical Association.



BRAISED SHORT RIBS OF BEEF

Popular in smart restaurants. Easy to serve at home. Just braise them like "baby pot roasts," with plenty of vegetables.

Everyone agrees on beef.

It has a fine, robust flavor which the whole family likes. It gives you the satisfaction of knowing you have eaten well.

Science agrees on beef too—like all meat, it has the iron and copper essential to the building of good red blood.

The blood-building value of these minerals is being stressed as part of the government's health-for-victory program.

The complete, high quality proteins of beef help make it an ideal part of the modern, safe reducing diet, as well as the normal diet.

Beef also contains essential B vitamins.

Remember these essentials (proteins, minerals, B vitamins) are not stored in the body to any appreciable extent—they must be supplied daily in the foods you eat.

Remember too that the thriftier cuts of beef that make such delicious pot roasts, stews, goulashes and casserole dishes contain these same food essentials.

To help you serve more varied, appetizing and nutritious meals, we offer a 48-page purse-size handbook of thriftier cuts of meat—what to ask for, how to prepare them. A buying and cooking guide to more than 80 thrifty cuts. Just send 5 cents in coin to Dept. L.

AMERICAN MEAT INSTITUTE, Chicago



HEEL OF ROUND POT ROAST

(Also called Pikes Peak)—a boneless, three-cornered cut—practically all lean meat. An ideal roast for small families.



BEEF BRISKET

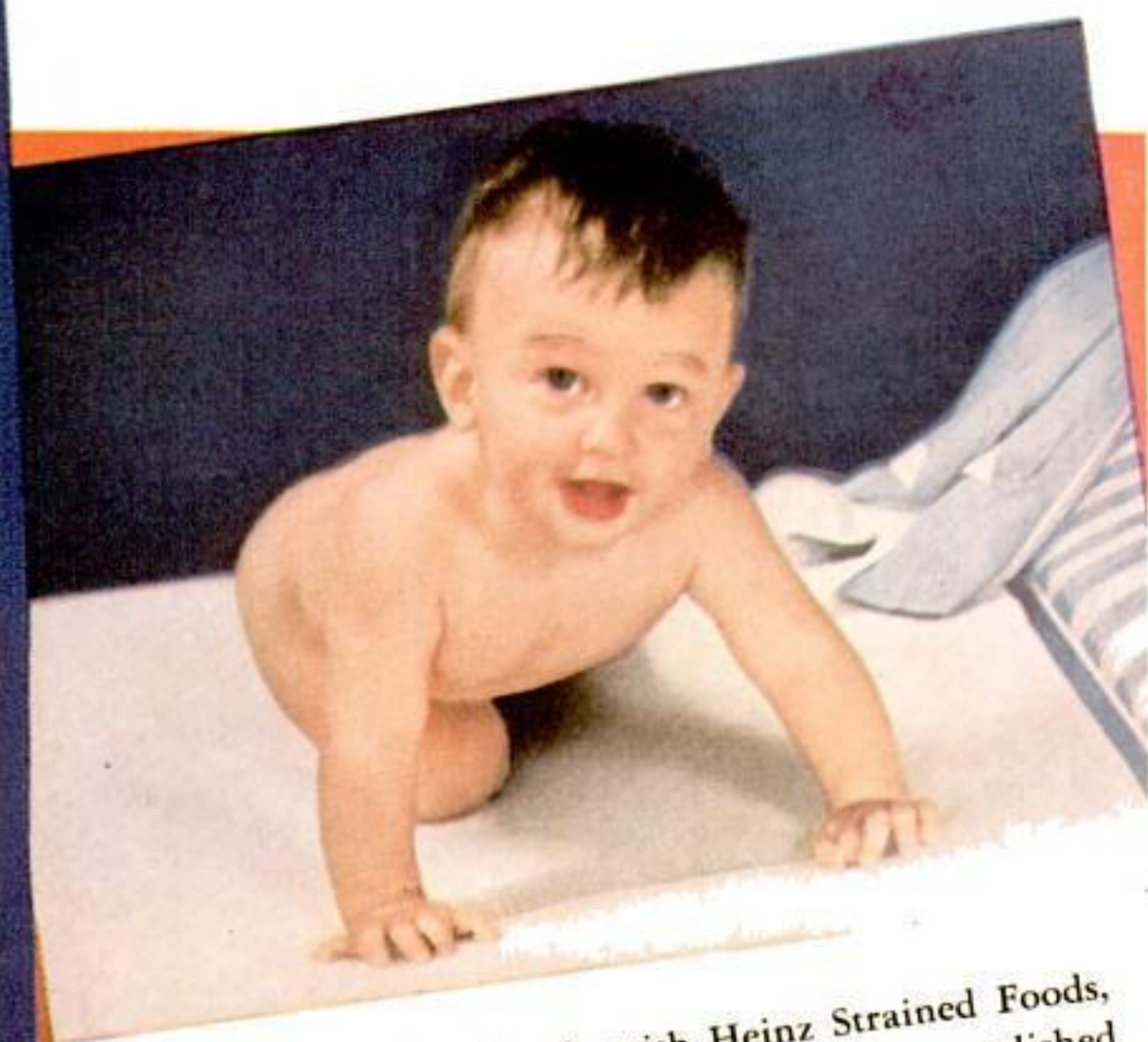
Another favorite among men—frequently served with horseradish sauce. Good cut for simmering, or cooking in the oven with lima or navy beans.



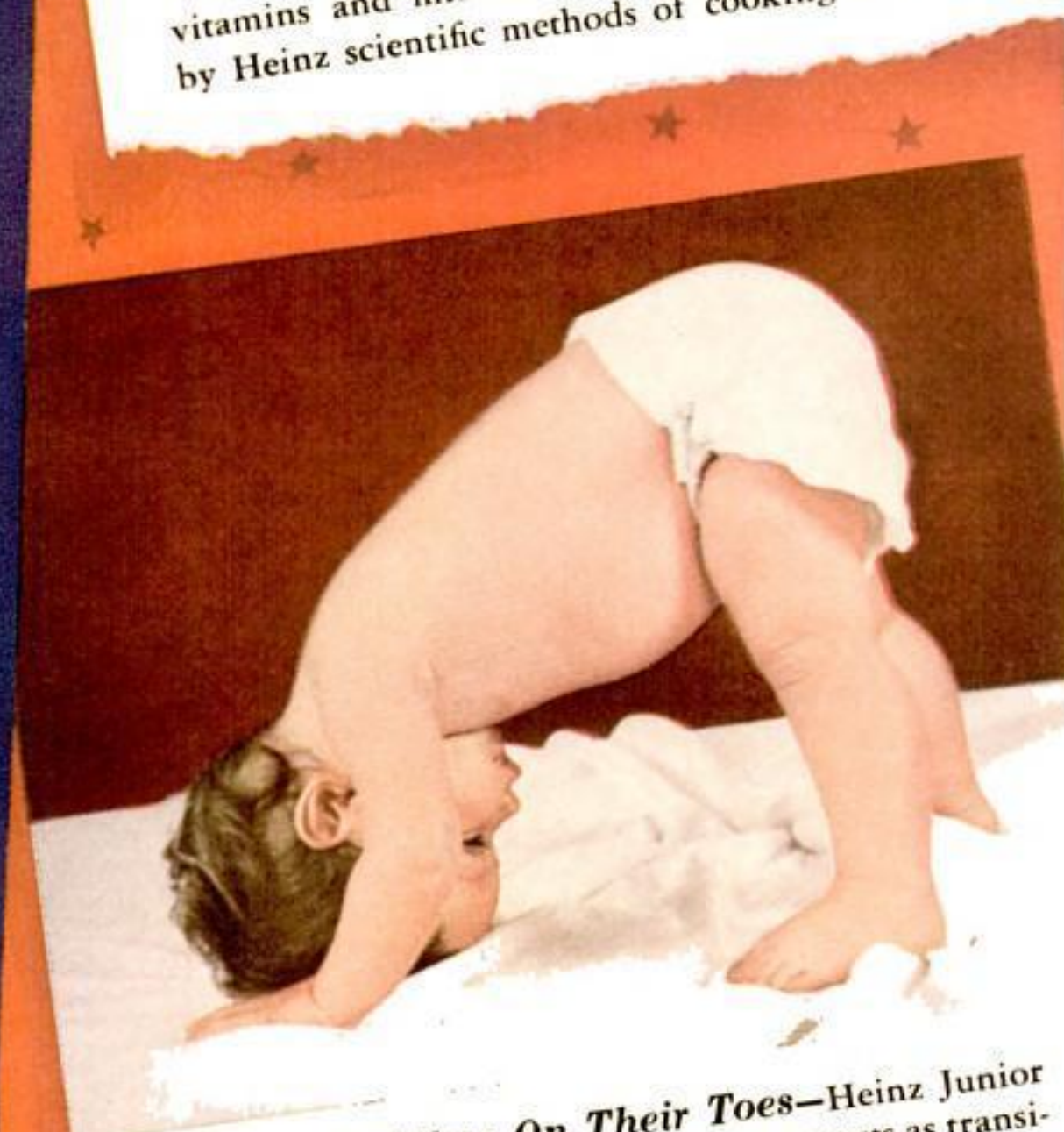
BEEF CHUCK STEAK

Cut thick for Swiss steak or thin for "country fried." Braising (slow cooking in moist heat) makes it deliciously tender.

Helping to build a sturdier nation!



Off To A Great Start—with Heinz Strained Foods, nourishing "first foods" approved by doctors, relished by babies. Finest-grade fruits and vegetables are grown in fertile regions close to Heinz kitchens—harvested at peak of flavor. Fresh color and flavor as well as vitamins and minerals are retained in high degree by Heinz scientific methods of cooking and packing.



To Keep Toddlers On Their Toes—Heinz Junior Foods are recommended by child-care experts as transition diet between infant foods and family meals. These delicious, highly nourishing special-recipe dishes include soups, meat and vegetable dishes, tempting desserts. They're valuable, too, as emergency foods for older children and for grown-ups requiring bland diets.

NATIONAL BABY WEEK
APRIL 27th—MAY 2nd

WE HAVE FAITH in a future for our country far greater than any of its past glories! This future depends upon the vigor and stamina of our children. And the health these citizens will enjoy tomorrow depends in part upon their getting the best of foods today.

It is our sincere belief that the highly nutritious foods made available to millions of American babies by years of constant research, patient care and skill—will help to build steadier nerves and stronger bodies for the men and women of *twenty years from now*.

A 73-Year Quality Tradition

At Heinz we have always believed in the importance of highest quality in foods. For seventy-three years this has been the basic principle of Heinz 57 Varieties. Now, discoveries in nutrition bring us new insight into the relation

between *good food and good health*. Many amazing facts have been learned about the far-reaching effects that a baby's diet has upon his growth, development and general well-being.

More than ever before, we consider it an obligation—and a real privilege—to provide foods of high nutritional value for the babies of America. We sincerely believe it our duty to help the busy mothers of today rear the strong, reliant nation of tomorrow.

Only Heinz Baby Foods Are Backed By A 73-Year Tradition Of Quality

The House Where We Began In 1869



Mothers—get your copy of the helpful booklet, "To Make Life Easier For Mothers." Send labels from 3 tins of Heinz Strained Foods (or 10c) to H. J. Heinz Co., Dept. L-4, Pittsburgh, Pa. (This offer good only in U.S.A.)

Heinz

BABY FOODS



THESE TWO SEALS
MEAN PROTECTION
FOR BABY

15 Delicious,
Ready-To-Serve Strained
Foods Vacuum-Packed
In Protective
Enamel-Lined Tins



12 Highly Nutritive
Junior Foods
To Bridge The Gap
Between
Strained Foods
And Family Meals





There's good cheer and good nourishment in every glass of Stokely's Finest Tomato Juice

Here's an A. M. eye-opener that gives everyone a lift. The pure natural juice fresh-pressed from Stokely's famed

prize-quality tomatoes. Its bright cheer-up color, the color of tomatoes ripened on the vine. Its flavor, the rich, refreshing flavor Nature reserves for her pets. Vitamins? Plenty! Lots of A and C—some B₁, too. All helping to keep a family feeling cheerful and chipper. Drink it often! Stokely Bros. & Co., Indianapolis, Indiana.



CATSUP with z-i-p!

This catsup of Stokely's is smooth and spicy... full-bodied... rich, bright red. Makes a humble hamburger taste like a feast. Try it soon!

CHILI SAUCE like home-made!

Put up the home-style Stokely way. Lots of luscious tomato meats. Seasoned with rare spices. A wholesome taste-teasing treat. Enjoy it often.

WATCH FOR STOKELY WEEK SALES AT YOUR GROCER'S

STOKELY'S FINEST FOODS . . . 112 Fresh-tasting Foods . . . canned vegetables • fruits • catsup • chili sauce • tomato juice • fruit juices • pickles • baby foods



Mary loathes birds hysterically, as she reveals when little Joan Spencer shows her pet bird. This phobia brings Mary's downfall.

MARY ANDERSON TRIUMPHS AS BROADWAY'S NO. 1 HELLCAT

Standing at right in her night clothes like Lady Macbeth Jr. is Mary Anderson who is currently acting one of the meanest, slyest females ever hissed off the stage. Her immediate intention is to break up a happy home by a candle-light seduction in *Guest In The House*, a Broadway play by Hagar Wilde and Dale Runson.

At her first entrance Mary appears to be an angelic little creature befriended by relatives because she is a semi-invalid. The subsequent development of her neurotic cussedness doesn't quite make a good play, but as acted by 21-year-old Mary Anderson, it definitely fascinates an audience. For like Hamlet's players, Mary is able to "tear a passion to tatters" all over the place.

Significantly, Mary got her start three years ago when she was emotionally enflamed at a football game at Howard College, Alabama, where she was a freshman. Somebody took a snapshot of her cheering and screaming, and Mary sent it to a movie talent scout during the great nation-wide hunt for a Scarlett O'Hara. Thereupon she was called to Hollywood, made her debut as one of Scarlett's girl friends, and given small parts in six other movies. Now in *Guest In The House*, her first Broadway appearance, Mary shows the makings of a first-rate emotional actress.



Mary insults a hard-working artist's model (Pert Kelton) because she poses in the nude. The model quits and the artist loses his job.





A DAB A DAY

KEEPS P.O.*AWAY

New cream positively stops
*underarm Perspiration Odor
as proved in amazing
HOT CLIMATE TEST

1. Not stiff, not messy—Yodora spreads just like vanishing cream! Dab it on—odor gone!
2. Actually soothing—Yodora can be used right after shaving.
3. Won't rot delicate fabrics.
4. Keeps soft! Yodora does not dry in jar. No waste; goes far.

Yet hot climate tests—made by nurses—prove this daintier deodorant keeps underarms immaculately sweet—under the most severe conditions. Try Yodora! In tubes or jars—10¢, 30¢, 60¢. McKesson & Robbins, Inc., Bridgeport, Connecticut.



YODORA
DEODORANT CREAM



GOLD SEAL

American VERMOUTHS
(Alcohol 19% by volume)

For that "just right" taste in your cocktails, try Gold Seal Vermouths. Made by the same skilled vintners who blend the famous Gold Seal Champagne.

URBANA WINE CO., Inc., Urbana, Hammondsport, N. Y.



Mary poisons the mind of an artist's wife (Louise Campbell) by hinting her husband had an affair with model. Thus Mary rewards people who take her into their home.



Mary tries to seduce her artist benefactor (Leon Ames) after persuading him that his wife misunderstands him. Mary's disrupting influence also drives this man to drink.



VICTOR RECORD

HIT OF THE WEEK



Tommy DORSEY

playing

"The Last Call for Love"

This Dorsey record is just what you need in these trying times. Relaxing rhythm with that sentimental touch by Tommy, vocals by Frank Sinatra and the Pied Pipers. On the other side—and also from the MGM film, "Ship Ahoy"—is

"Poor You"

BOTH SIDES FOR ONLY **50¢**
Suggested list price
exclusive of excise tax

The World's Greatest Artists are on
VICTOR RECORDS

BUY U. S. DEFENSE BONDS!

**WORSTED-TEX
GABARDINE**



**A Gabardine Suit
of Correct Weight**

● Ideal for comfortable spring and summer wear, with silkiness of weave and good looks which distinguish a truly fine gabardine. Loomed from 100% Wool Naphthalated—virgin wool gently cleansed in naphtha to preserve wool fiber strength. For name of nearest store write Arlingcrest Naphthalated Wool Service, 401 Broadway, New York, N. Y.

ARLINGTON MILLS, Lawrence, Mass.

BUY WORSTEDS... BUY NAPHTHALATED

CONTINUED ON PAGE 58

FEEDING AMERICA'S BIGGEST FAMILY



Millions Of Meals "double quick"—that's what it takes to feed the sailors in Uncle Sam's Navy, the *best-fed* Navy in the world! And the United States Navy has found from experience that there is thrift, speed, cleanliness and convenience in Hotpoint-Edison Electric galley Equipment! For experience has proved that cooking the safe, quick electrical way conserves food, vitamins and manpower!

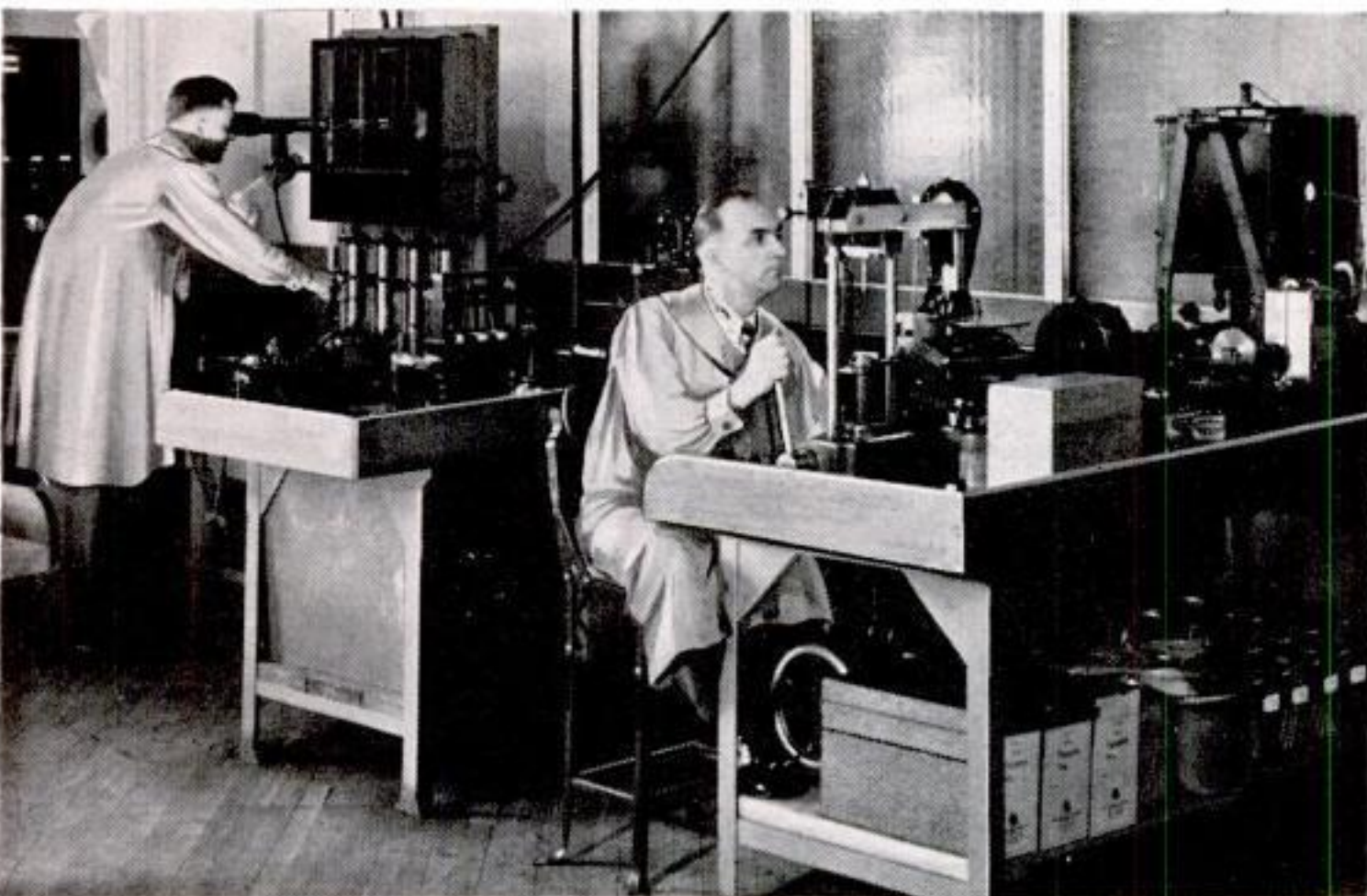
Come On In—the food's fine! The Army Mess-Sergeant, shown above—instructor at the Baker's and Cook's School, Camp Edwards, Mass.—demonstrates with a Hotpoint Fry Kettle how to turn out golden-brown doughnuts that would be a credit to the best home cook. He's learned from experience that you can *depend* on Hotpoint Electric Cooking for healthful, nutritious, economical meals!



Our "Soldiers In Overalls"—America's war workers—need wholesome meals, too! This Hotpoint-Edison Electric Kitchen in a mid-west war industry plant is typical of hundreds being used throughout the country.

Mrs. Raymond Matherson—one of more than a million Hotpoint Range owners—says, "I'm mighty proud of our range. It's clean and safe—economical, too. I save money and current by avoiding unnecessary use of high heat."

Mrs. A. W. Peterson, Kansas City housewife, agrees—"Our Hotpoint Refrigerator cuts food and current costs! I save money by buying food at bargain prices and storing it in my refrigerator—also by defrosting regularly."



Pioneered By Hotpoint, Hi-Speed Calrod Units are built to endure. According to life tests they will last the equivalent of fifteen years of normal kitchen use. Today, while production gives way to war needs, research continues. Hotpoint Electric Appliances of the future will be even *better than ever before!*

How To Conserve With Hotpoint Appliances

Conservation was never more important than it is today. And in this respect, owners of Hotpoint Appliances are particularly fortunate. For these dependable appliances are designed to *save* fuel, food, time and money! Built for extra durability by America's largest manufacturer of electric ranges, they will far outlast the war emergency if given reasonable care. But to help you get the *full* benefit of your present appliances, Hotpoint has just issued an informative new booklet that explains how to conserve electricity, reduce food costs and prolong the life of your present equipment. Your Hotpoint retailer will be glad to supply you with this booklet. Or, if you prefer, simply fill out the coupon and send to us with 3c stamp to cover mailing cost.

Hotpoint

ELECTRIC KITCHEN APPLIANCES

RANGES, REFRIGERATORS, WATER HEATERS,
WASHERS, IRONERS, DISHWASHERS,
DISPOSALS, ELECTRASINKS,
STEEL KITCHEN CABINETS

Edison General Electric Appliance Co., Inc.
5672 West Taylor Street, Chicago, Ill.

Enclosed is 3c stamp for your new booklet,
"How To Conserve With Hotpoint Appliances."

Name _____

Address _____

City _____

State _____



In her big emotional crisis crafty Mary Anderson tears her own blouse after her attempt to seduce artist has failed. Then Mary plots to run from the house in the middle of the night and

tell neighbors that the artist brutally attacked her, hoping thereby to ruin his reputation and completely break up his household. But Mary's neurotic skulduggery comes to no good end.

Mildness makes Glenmore KENTUCKY'S GIFT TO FINER DRINKS!

RICHER-TASTING
Glenmore's distinctive flavor improves every drink!

PERFECT
Old Fashioneds are great with Bourbon and perfect with Glenmore!*

MELLOWER, Milder
Honors go to its famous Barton formula!

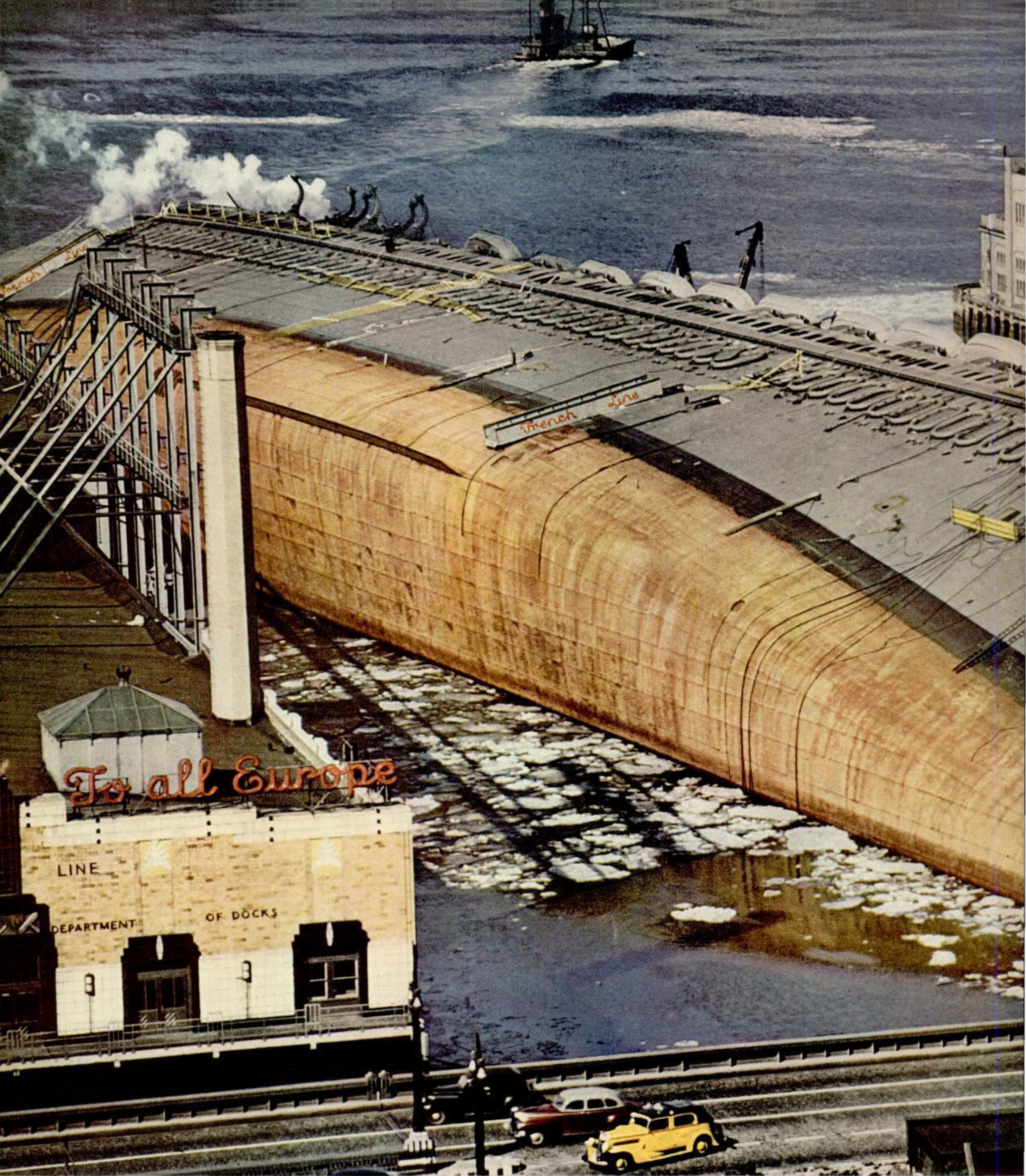
A GREAT BOURBON
More than a million barrels experience behind every drop!

90 PROOF

***COLONEL GLENMORE'S RECIPE**
In an Old Fashioned cocktail glass, muddle ½ lump sugar with two dashes bitters and ½ jigger water. Add jigger of Glenmore and 1 or 2 ice cubes. Stir well. Decorate with slice of orange, twist of lemon peel and cherry.
This drink was originated over half a century ago on Derby Day at the famed Pendennis Club in Louisville, Ky., home of Glenmore.

© Copr. 1942
Glenmore Distilleries Co.,
Incorporated

P O U R G L E N M O R E . . Y O U G E T M O R E



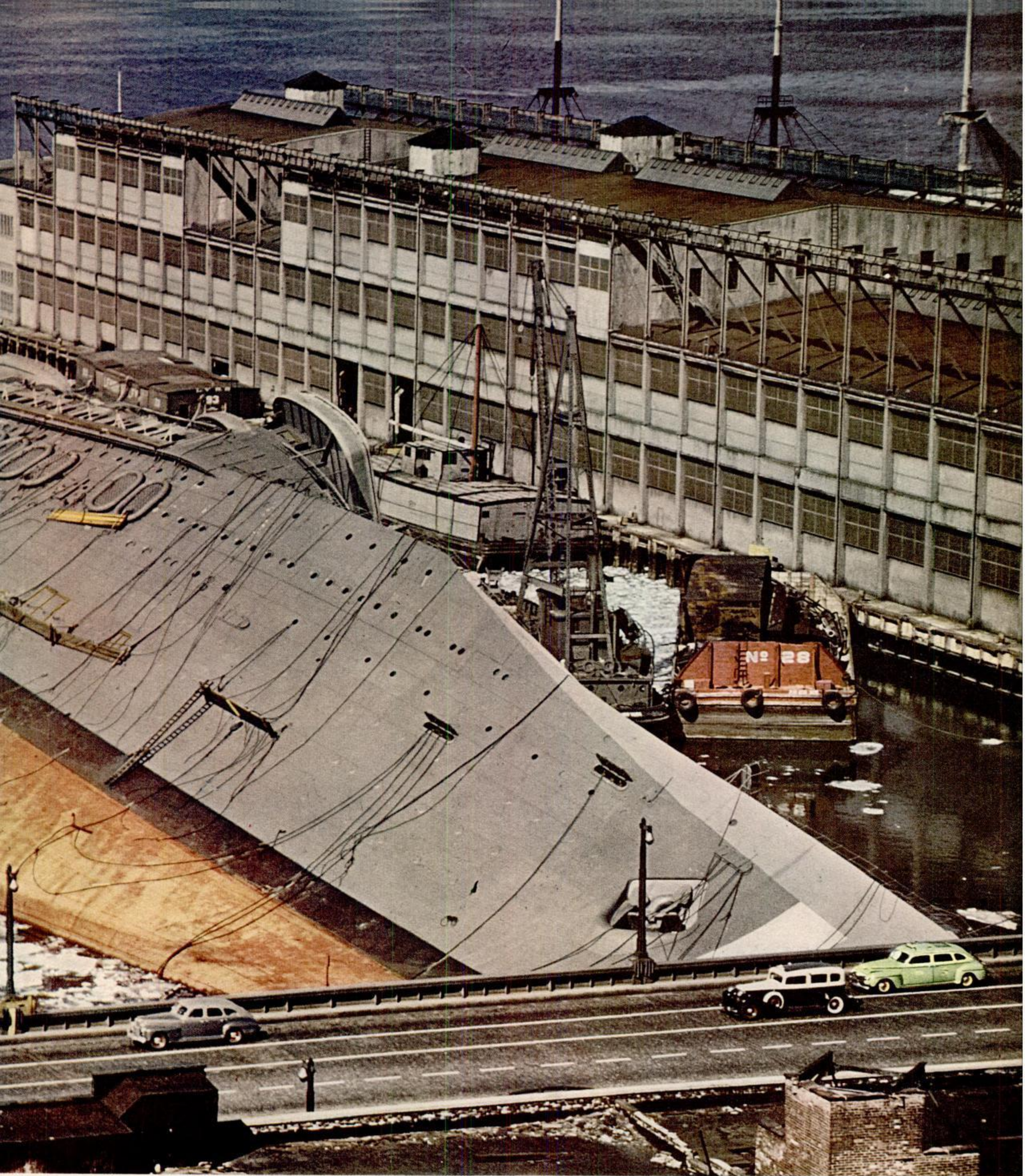
THE NORMANDIE'S EPIC HULL

When the war broke, the 80,000-ton *Normandie* lay at Pier 88, North River, New York City. She was still in pretty peacetime paint when *LIFE* (Nov. 6, 1939) published the photograph shown at left. Berthed beside her were the *Queen Mary* and *Aquitania*.

The British ships were already in grim war paint and

soon were out at sea as troop ships. The *Queen Mary* was seen everywhere, skirting the oceans like a great grey sea ghost. The Italians last month said they had wounded her with a torpedo off Brazil. Last month too the *Aquitania* was seen in pictures of a U. S. Pacific convoy.

But the *Normandie* lay at Pier 88 until the U. S. Navy



SPRAWLS AT NEW YORK PIER

took her over for troop transport, renamed her *Lafayette*. Almost ready to go to sea, the *Normandie* caught fire on the afternoon of Feb. 9. Early next morning, seared by flame and soggy with water, she lurched over.

There she lay, an epic hulk. The once-elegant mistress of the seas, now covered with camouflage, she sprawled

on her side like an oversized bawd who, with make-up askew, had passed out at a brawl. Her propellers waved uselessly in the air. Rust stained her curving flanks. A silly French Line gangplank clung to her side. As Dmitri Kessel took this picture, salvagers were starting herculean job of dealing with the world's second-biggest ship.



FIRST IN QUALITY • FIRST IN REPUTATION • FIRST IN POPULARITY*



OLD GRAND-DAD

Head of the Bourbon Family

THE truest words ever written about this whiskey were, "I'd know that taste in the dark." For it kisses the lips with an ardor that glows in the memory, and it warms the tongue as a sunbeam warms a Kentucky meadow on a day in June. Try its nectar for yourself, and you'll know why Old Grand-Dad deserves its fame as Head of the Bourbon Family.



100 PROOF

ONE TASTE WILL TELL YOU WHY



* AMONG BOTTLED IN BOND
KENTUCKY STRAIGHT BOURBON
WHISKIES



PILOTS TROT DOWN THE LINE TO THEIR WAITING PLANES, (L. TO R.) A BELLANCA, TWO FAIRCHILDS, FOUR STINSONS. BEHIND IS A GRUMMAN AMPHIBIAN, AN ARMY O-47A, O-49

CIVIL AIR PATROL

America's private pilots are mobilized for war



Today more than a third of the nation's 100,000 civilian pilots are at war on the home front. They are the Civil Air Patrol, composed of the men and women who flew for fun in days of peace. As many of them are too old to pilot fighting planes, they are actively experimenting as the third arm of U. S. airpower. Flying their own planes, they are carrying vital freight, transporting military officials, testing spotter networks, towing targets for anti-aircraft units, patrolling defense areas, reservoirs, forests and barrens.

The latest task assigned the C. A. P. is assistance in the reconnaissance of the U. S. sea coasts, now in its trial stage at one city on the Atlantic. Shown on the following pages is that trial in operation. The pilots volunteer their full-time services for one or two weeks at a time. Then from before dawn till after dark each day, planes take off in pairs and fly out over the ocean together in carefully plotted search patterns. Pilot and observer in each plane watch the water for wreckage, lifeboats or submarines, ready to radio to shore when anything is sighted. If the system works, it will help release Air Force and Navy planes for far-ranging search at sea, while little ex-pleasure ships—Stinson "Voyagers," Fairchild 24's, even Cubs and Aeroncas—comb offshore waters of the nation.



A WAITING PILOT NAPS BENEATH THE FLIGHT BOARD FOR DAWN PATROL (5 TO 7:30 A. M.)

PILOTS AND OBSERVERS ROLL BACK THE HANGAR DOORS WHILE IT IS STILL NIGHT



DOWN THE DARK RUNWAY RUMBLES A STINSON "VOYAGER," C. A. P. INSIGNIA ON ITS SIDE





OUT OVER THE ATLANTIC, THE SUN IS UP AND THE AIRPLANE BEGINS ITS SEARCH



AIRPLANE SIGHTS WRECK OF THE "GULF TRADE" (SUNK MARCH 10), A PASSING SHIP



A SMALL HEAVILY LOADED COASTAL FREIGHTER TRUDGES PEACEFULLY NORTHWARD TOWARD HER DESTINATION WHILE A CIVIL AIR PATROL GRUMMAN AMPHIBIAN PASSES BY OVERHEAD

Something **NEW**
has been added!



* something that steps up smoking pleasure!



WINS TROPHIES—Dorothy Montgomery, ardent horsewoman and Old Gold enthusiast from the famous hunting country of Warrenton, Virginia, talks with neighbor Alex Calvert, of his latest thoroughbred colt, Now This.

Now This is by Now Then, by Dee Donk, out of Polynesia, by Polymelia. When the photograph was taken at the farm Dorothy noted that several dozens of "Now This" ancestors had been admired as colts since the makers of Old Gold began blending fine tobaccos in 1760.

ALEX: "Now This" is a fine colt, Dorothy!

DOROTHY: That he is. Alex, do you have an Old Gold?

ALEX: A fresh pack. Here. Light?

DOROTHY: Thanks. Ahh! That's good.

ALEX: You're quite an Old Gold fan!

DOROTHY: I am a fan for thoroughbreds in everything—horses, cigarettes . . .

ALEX: I like Old Golds even better since they added . . .

DOROTHY: Latakia*. Yes, it makes it a more interesting cigarette than ever.



***Latakia** has been added to *Old Golds* . . . a unique, costly, very *flavorful* Mediterranean tobacco. It brings you a *new*, better tasting, truly *modern* cigarette blend! For something new and good in smoking, get started on **NEW Old Golds** today.





LIFE

ART COMPETITION FOR MEN OF THE ARMED FORCES



THE ARMY



THE NAVY



AIR CORPS



MARINE CORPS



COAST GUARD

CLOSES MAY 4th

All who wish to participate in the competition announced in LIFE (March 2nd) must have entries submitted or postmarked by midnight, May 4th.

\$1,000 in PURCHASE AWARDS

LIFE will pay \$1,000 in cash for the purchase of the 11 outstanding pictures in the opinion of the Committee.

FIRST AWARD \$300

SECOND AWARD \$200

THIRD AWARD \$100

8 FOURTH AWARDS \$50

COMMITTEE OF JUDGES TO DETERMINE PURCHASE AWARDS:

The Editors of LIFE and John I. H. Baur, Brooklyn Museum; Juliana Force, Whitney Museum of American Art; Lloyd Goodrich, Whitney Museum of American Art; Dorothy C. Miller, Museum of Modern Art; and Hermann W. Williams, Jr., Metropolitan Museum.

MEDIUM: Pictures may be done in oil, watercolor, gouache, pencil or other medium. No sculpture, cartoons, or photographs are eligible. Selection of best pictures will be made regardless of medium used; i.e., first award may be given to a drawing if the drawing is considered better than any painting submitted.

SHIPPING INSTRUCTIONS: All works of art are submitted at the owner's expense; return postage will be paid by LIFE. Each work of art should have a title and explanation of subject matter. Entries must be accompanied by the name of the artist, his rank and address. It is important this information be attached to or enclosed with the entry.

THE ARMY: Address all works of art: Pictorial Branch, Bureau of Public Relations, War Department, Washington, D. C., for LIFE Art Competition.

NAVY, MARINE CORPS, COAST GUARD: Address all works of art: Public Relations Bureau, Navy Department, Washington, D. C., for LIFE Art Competition.



National Commander Earle Johnson surveys the members of first task force, Civil Air Patrol, the Atlantic coastal reconnaissance group. Note "Mae Wests" on pilots.

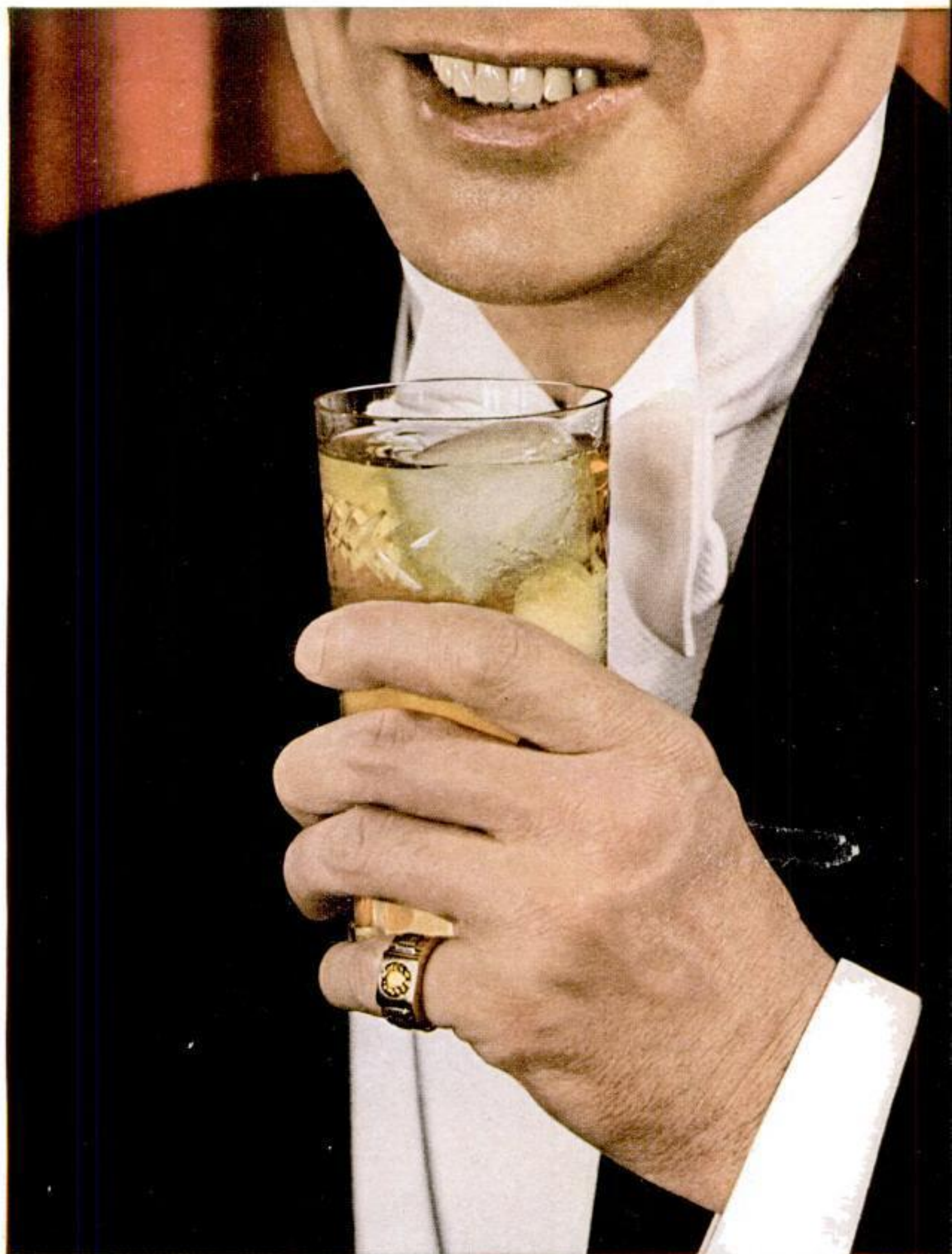


Thomas Eastman, broker, flies a sleek, expensive Grumman "Widgeon," is executive of the C.A.P., New York Wing. Eastman flew the 6 a.m. to 7:30 a.m. shift this day.



When off duty, C.A.P. pilots sit around and drink beer in the best sportsman-pilot tradition, play poker with a chamber pot for a "kitty." They get one day off a week.

Pour it with Pride...



Brown diamond ring courtesy of De Beers

I. W. Harper is unexcelled in
taste and quality for which it has been
awarded gold medals at many great international
expositions in making I. W. Harper,
cost is no object

Drink it... with Pleasure!

I. W. HARPER
The Gold Medal Whiskey



Kentucky Straight Bourbon Whiskey, Bottled in Bond

100 Proof, Bernheim Distilling Co., Inc., Louisville, Ky.

Convoy of Commerce

Off shore...above coastal sea lanes... among islands...Lockheed Hudson bombers fly guard over ships that carry men and supplies to all our fighting fronts.

These vigilant sentinels are heirs of the first Lockheed Hudson—first American ship to serve with Britain's Coastal Command. In structure, they are the same tough transport design that needed few changes to become a famous bomber.

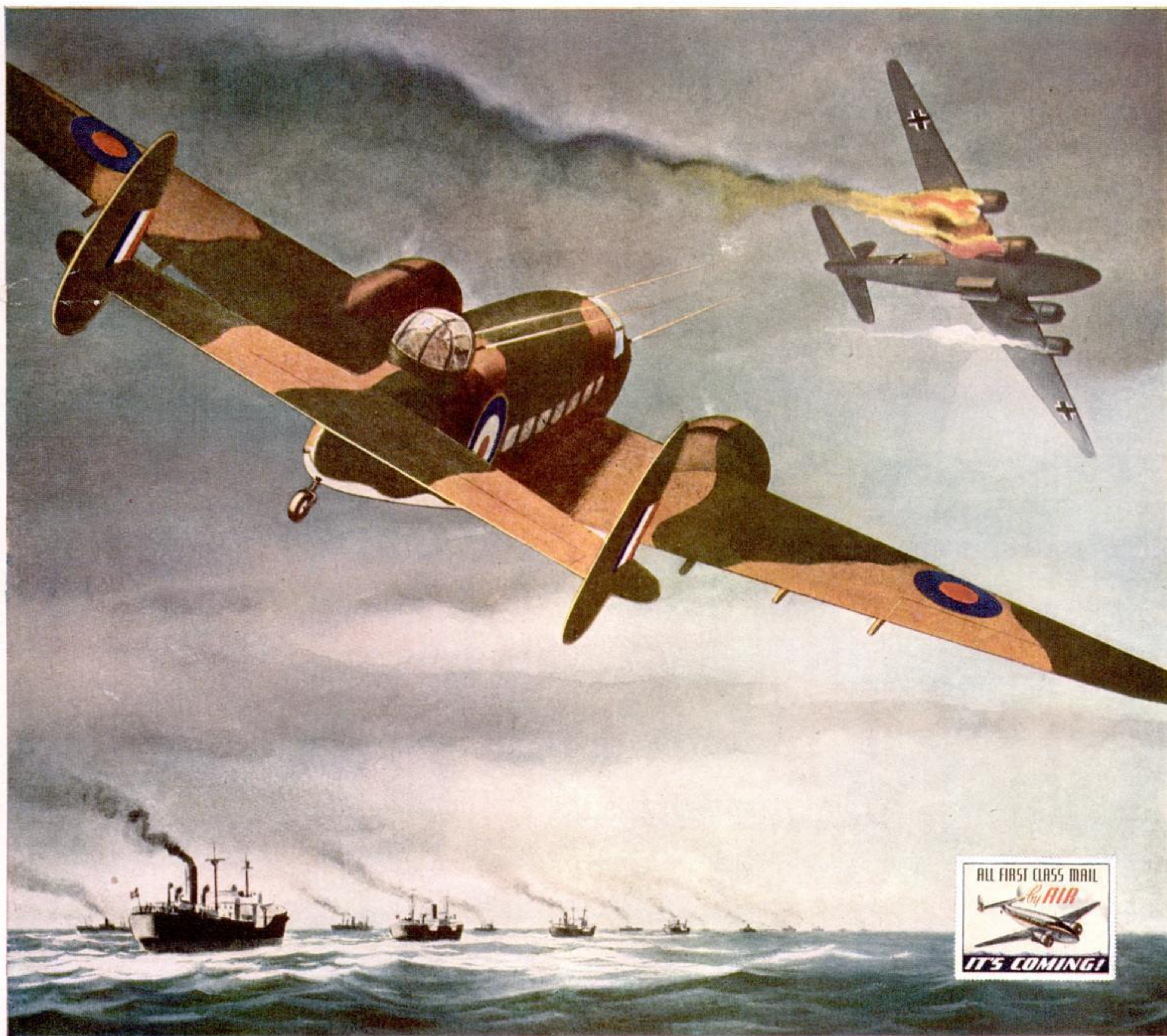
In armament, they are superior...re-armed and turreted to take full advantage of the lessons of total war.

In tradition of performance, they live up to the reputation of the Hudsons that helped perform the miracle of Dunkerque...smashing hard, smashing often, to crush our Axis foes.

**... for Protection today
and Progress tomorrow**



LOOK TO *Lockheed* FOR LEADERSHIP



Hudson Reconnaissance Bomber • Lockheed Aircraft Corporation • Burbank, California



THIS IS WAR gets set for a broadcast, using one of the biggest sound-effect batteries ever used. At the mike are Fredric

March and Lieutenant Douglas Fairbanks Jr. In the glassed-in control booth at the back is Norman Corwin, director and

guiding genius. Scheduled originally for 13 programs, *This Is War* is so good that another 13 weeks are being considered.

RADIO

WAR ENDS RICH ERA AND BRINGS FRESH PROBLEMS

During the past few months, the radio networks sold more "time," i. e., took in more advertising revenues, than they had in any comparable period of their lush young life. But soon revenue will begin to fall off. War is bringing an end to radio's gilded era. All things considered, this seems a good thing.

There is plenty that is fine and honest about radio. It has brought plenty of pleasure and education to the owners of 56,000,000 radio sets. But radio has not lived up to its prospects or expectations. It has aimed too much at the lowest common denominator of popular taste. Radio's excuse is that it gives the people what they want. Even if this were a good excuse, it doesn't make radio sound any better.

War has thrown new problems at radio—of presenting fact and propaganda, of keeping commercialism and patriotism decently separated, of informing and stimulating the public. Many of radio's war jokes have been lamentable, many of its war programs hysterical. But some have been fine. Standing above most is *This Is War*, a program by famous writers over all four networks. Much of its excellence derives from the direction of Norman Corwin, who at 32 is radio's top dramatic genius. A former newspaper man, Corwin made himself famous by writing and directing plays for Columbia Broadcasting. His shrewd and eloquent combination of mockery and poetry has set the style for a fresh new school of radio dramatists.

NORMAN CORWIN DIRECTS "THIS IS WAR." LEFT: HE SIGNALS FOR MUSIC TO FADE OUT; CENTER: FOR CROSS-FADING OF ACTORS AND SOUND; RIGHT: FOR ACTORS TO SPEAK UP





KAY KYSER clowns with such strident vim that listeners usually wind up more exhausted than he is. Not content with a band, musical quiz, jokes, he capers and strip-teases for his audience.



BOB HOPE never lets one of his own jokes get him down nor gives his audience a chance to recover from it. A rough-and-tumble and sometimes hilarious comic, he is at his best before roisterous



JACK BENNY remains the most popular year-in-and-year-out radio comic by sheer hard work. He worries enormously and labors painfully over his scripts. In his show Benny is always being insulted by



Army camp audiences, who think he is wonderful. Hope's scripts are written by six gag men but he makes them sound spontaneous.



his cast. Laughing derisively at him (above) are Wife Mary Livingstone, Dennis Day, Don Wilson, Phil Harris and Rochester.



FRED ALLEN is rated by many as the funniest man in radio, proof that a comedian can be witty, original and also popular.



CANTOR AND SHORE are a top team. Eddie's humor is familiar. Dinah's voice makes her the No. 1 blues singer in radio.

COMICS HARD WORK GIVES THEIR PROGRAMS HIGHEST RATINGS

The most popular programs regularly on the air are the big and expensive evening variety shows, built around a star comedian. The best thing that can be said for most of the comedians is that they try hard. They sweat over their scripts, pay handsome salaries to gag writers. But it is not easy to be funny week in and week out. Most top-notch comics manage to bring one or two genuine laughs out of each program. Only a few, like Fred Allen and Bergen-McCarthy, seem fresh and funny after many years.

The variety formula is pretty standardized. Everybody in the cast—star, stooge, announcer, singer, band-leader—reads lines, and the show becomes a family affair. Even the listeners are made to feel so much a

part of the family that they laugh indulgently, whether jokes are funny or feeble. The humor is often very personal, leaning hard on cracks about Jack Benny's toupee or Bob Hope's potbelly.

This type of approach is very painful on the Rudy Vallee-John Barrymore show. If radio has any ghosts to haunt it, besides the ghosts of the old jokes it uses, it is the shade of the greatest Hamlet of his day. John Hutchens of the New York Times complained sadly that because of radio "millions of people will never believe that Mr. Barrymore was once a great actor. He is pictured as an aging ham, physically debilitated . . . the butt of jokes." This be-littling may not be all radio's fault, but it is a miserable performance anyway.



BARRYMORE AND VALLEE get low laughs. Cast throws insults at Barrymore who goes along with snorting horseplay.



RED SKELTON builds up to this moment when, as the bad little boy, he says: "If I dood it, I det a whippin'. I dood it."

RADIO CONTINUED

SOAP OPERAS AND FREAKS DAYTIME SERIALS ARE SAD

Radio has a wonderful diversity. It has freak programs, like *Go Get It* (below) whose contestants are sent on whimsical quests. It has intellectual forums like *Round Table* (opposite) on which college professors are featured. It also has soap operas.

Soap operas, so called because many sponsors sell soap, are 15-minute daytime serials aimed at housewives. Some people call them "washboard weepers." Their central figure is usually a noble woman who tries to straighten out other people's troubles. Nobody ever knew the trouble a soap-opera heroine sees. The episodes are drenched in tears, agonies, complicated misunderstandings. Yet Sandra Michael, author of the soap opera *Against The Storm*, was given the University of Georgia Peabody Award this year for her excellent work and for instilling a new spirit into daytime dramas.

CONTESTANTS ON "GO GET IT" PROGRAM BRING BACK REDUCING CLASS, BUBBLE BATHER, POTATO-PEELING SOLDIER, GIRL USING CHOPSTICKS, GIRL UNAFRAID OF MICE (WITH MOUSE IN HAIR)



ROUND TABLE



UNIVERSITY OF CHICAGO ROUND TABLE is one of most intelligent radio programs. Unafraid to tackle tough subjects, it enlists professors who make things clear and simple but have to be kept on their scholarly toes by placards.

REMEMBER
THE
LISTENERS'
I.Q.



DON'T
ORATE...



TURN
AWAY
TO
COUGH



PLUG!



THE DOLEFUL COMPLICATIONS OF SOAP OPERAS are almost beyond explanation. Above is *Woman In White*. Karen Adams (right) divorced Dr. Kirk Harding (left) because he had gotten her sister-in-law, Janet (on death-

bed above) with illegitimate child. Right now, Kirk wonders if he should marry Janet. As this serial unfolds in the next few days the burning question, "Will Kirk make an honest woman of Janet?" may be answered.



THE SOAP OPERA CRISIS drags on and on. U.S. Senator Mary Marlin, the heroine of *Mary Marlin*, has been absorbed in murder case of young Denny Mackenzie ever since last June, except when distracted by national emer-

gencies. The heroine of *Life Can Be Beautiful* (below) flits from admirer to admirer in a nice way. Below she is in arms of one admirer, who conked her for unladylike behavior, while another sits baffled in wheelchair.





THE NAME BAND began to go down in importance as the big variety shows shoved their way into the top rankings. But now the name band is coming back again. One of the newer top com-

binations is led by Woody Herman, who plays the clarinet, is hot enough to get jitterbugs out dancing in the aisles, has to put up signs to keep his enthusiastic audience in reasonable order.

MUSIC

BROADCASTERS HAVE DONE A VERY GOOD JOB

Radio is always dragging out its fine musical achievements to cover up a multitude of its other sins. Radio music has been, in honest fact, an important contribution to the country's culture. The CBS Philharmonic Symphony programs, the NBC Symphony Orchestra, the Mutual network's Wallenstein series, radio's expensive array of fine orchestras and crack soloists, have done a tremendous job of nourishing America's interest in good music. Radio has also done a significant job in more homely ways. It has educated generations of band-playing high-school children, stimulated dozens of small-city amateur and semi-pro orchestras, given thousands of hometown musicians audiences through local stations.

Lately radio has been increasingly useful in introducing Americans to their own indigenous music. Though it dilutes its programs with corny cowboys, radio also brings out such erudite musicians as John Jacob Niles (*lower right*) who searches out music sung by the early settlers of Tennessee and Kentucky, accompanies himself on a home-made dulcimer as he sings. Though it wearies the air with half-baked hillbillies, radio also has appreciation for the fundamentally honest mountain music of the Renfro Valley troupe. All this, mixed up with the best jazz bands and the slick music of all-girl orchestras, brings a variety of music which may be confusing but is always stimulating.

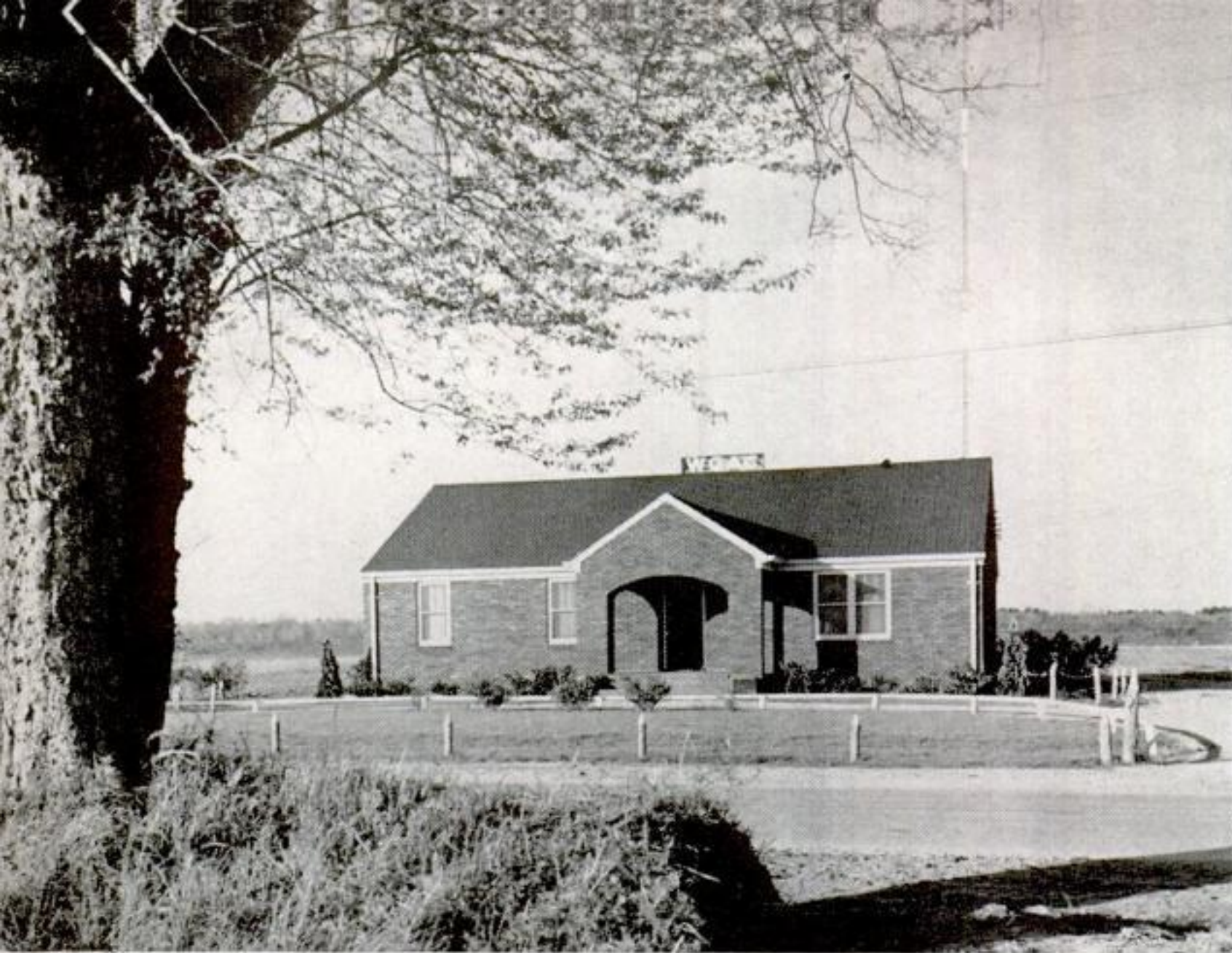


PHIL SPITALNY'S ALL-GIRL ORCHESTRA makes much of "Evelyn and her magic violin" and "Maxine," the throaty vocalist. But nobody ever pays any attention to Alma (Adams) who sits in the back and puffs on her sousaphone. Man with dulcimer below is John Jacob Niles who discovers and sings old American songs.



RENFRO VALLEY in Kentucky broadcasts backwoods music sung by local talent. Some of it is corny but most of it good and genuine. Quartet above is the Coon Creek Girls.





WGAC'S NEW BUILDING IS JUST OUTSIDE AUGUSTA, IN FIELD NEAR THE SAVANNAH RIVER

WGAC SMALL STATION MIRRORS HUGE INDUSTRY

Most of the nation's 900 radio stations are small affairs, broadcasting with power of 1,000 watts or less. Though local and restricted, these little stations hold a mirror up to the whole industry. WGAC in Augusta, Ga., a 250-watter, is typical. Its local musicians, preachers, commentators and gossip columnists give a miniature image of the whole radio business. WGAC is on the air from 6:30 a. m. to midnight. Its big commercial programs are piped to it by the Blue Network which also provides sustaining programs whenever WGAC wants them. WGAC's equipment, which cost \$12,000 complete, reaches an audience 60 miles around in daytime. At night, when big stations come in to blanket it, its radius is cut down to 15 miles.

SUNDAYS WGAC BROADCASTS REV. HAMILTON WEST'S SERMON FROM ST. PAUL'S CHURCH



RADIO CONTINUED



RECORDS or transcribed programs are used by local sponsors, WGAC's big revenue producers. Here in the office of Program Director Ben Miller, who is also chief announcer, records are kept filed.



LOCAL COLLEGE GIRL, Betty Smith, has a weekly program which gives campus gossip of Junior College of Augusta. WGAC has daily programs of more serious local news, plus regular A.P. newscasts.



LOCAL BULL bellows into WGAC field setup sent out to interview Farmer John Speer. The station gives a lot of time and publicity to help the development of the livestock industry around Augusta.



LOCAL CONTACTS are made by the small sales staff (left to right): Preston Holland, Walter Link, Olie James. At right is J. B. Fuqua, general manager of WGAC, a 24-year-old former radio engineer.



LOCAL EDITOR is WGAC's commentator. Each week Sam Moss of the *Augusta Herald* talks for 15 minutes on local, State or national subjects, depending on what he thinks Augusta wants to hear.



LOCAL HIGH-SCHOOL GIRLS from nearby Thomson, Ga. are station's star trio. They are Barbara Burch, Lucy Lockett, Winona Colton. They sing in close harmony just like the big-time girl trios.



LOCAL SOLDIERS from Camp Gordon or Daniel Field have regular weekly programs. They include the Twelfth Infantry's band and an air field Winchell, bubbling over with camp gossip.



LOCAL YOUNGSTERS are regaled with daily fairy tales told by Flo Thompson who not only directs women's programs and all station publicity but also acts as "Lady-Once-Upon-A-Time."



LOCAL BROTHERS play "good" music. These are the Pinaros—Flutist Antonio, Harpist Edward, Violinist James. Tony and Ed are butchers and part-time musicians. Jim is full-time musician.

RADIO CONTINUED

COMMENTATORS

NEWS PROGRAMS GROW

Radio gives about five times as much time to news today as it did three years ago. Today the nervous newscasts come more frequently than watch advertisements used to. This increase has brought an increase in the number of news commentators. Few self-respecting stations can get along today without at least one commentator.

Having grown in numbers, the commentators have also grown in boldness. Once mainly concerned with giving straight news reports, they now aim at interpretation to

ONE HAND HOLDING NEWS REPORTS AND THE OTHER TAPPING TELEGRAPH KEY WITH WHICH HE MAKES OWN SOUND EFFECTS, WALTER WINCHELL WINDS UP A BREATHLESS BROADCAST

NO LOUD TALKING *PLEASE*



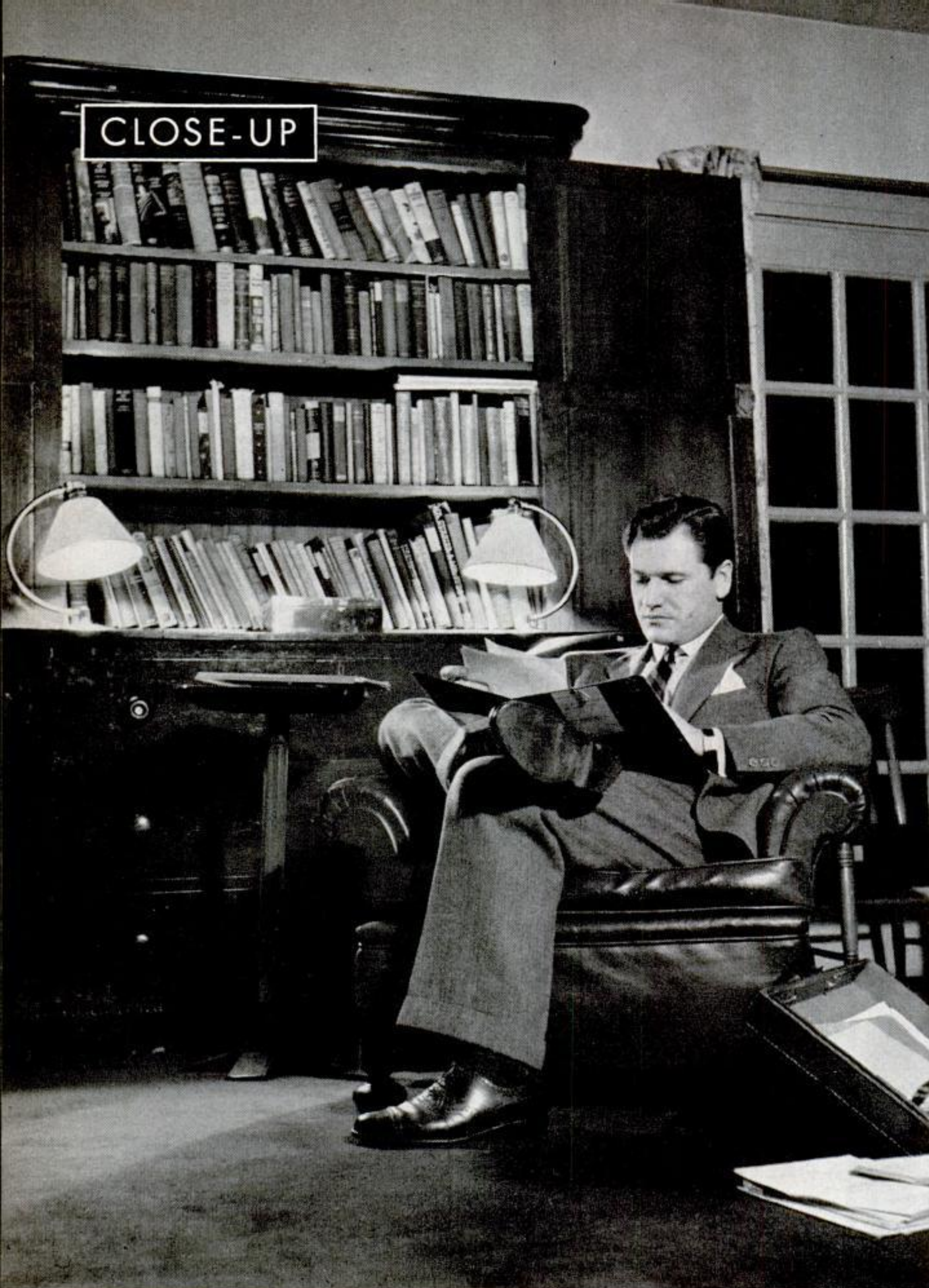
shape public opinion. Recently the best-known got together in New York to form the Association of Radio News Analysts. They set themselves aside from pseudo-commentators by requiring that members must themselves write the comment they deliver. The burden of presenting and analyzing the world news every night is a heavy one. Commentators have developed a protective technique of lightening gloomy news with good news, tempering cheerful reports with pessimistic caution. The better com-

mentators are sensible, studious men who rate as good journalists. Some commentators explode with news, like Walter Winchell who is as proud today of his patriotic epigrams as he is of the gossip that made him famous. Some commentators know everything and brook no argument, like Hans Von Kaltenborn whose voice is as carefully clipped as his mustache. Most typical commentator delivery is a low-pitched, self-impressed baritone behind which the voice of doom always seems to be lurking.

LIKE SOME CLASSROOM COLOSSUS, HANDS ASTRIDE THE WORLD, HANS VON KALTENBORN PONDS PRESSING GLOBAL QUESTIONS WHICH HE WILL CLARIFY IN 15 MINUTES OF SIMPLE TALK



CLOSE-UP



In Washington living room (above), Nelson Rockefeller does homework brought from office. Books came with rented house. In the secret "content room" of Coordinator's office (below), Rockefeller discusses plans with associates. Hidden behind the guarded vestibule, room got its name because it contains charts and maps of vital Rockefeller projects. At Rockefeller's left, with raised thumb, sits his chief aid, Wallace Harrison.



NELSON A. ROCKEFELLER

LONG regarded as an ogre, the late John Davison Rockefeller by the time he died at 97 had been recognized instead as a sort of wizened Santa Claus. This alteration was not due solely to improvement in Mr. Rockefeller's character. It owed something also to the efforts of his celebrated press agent, Ivy Lee, who not only helped persuade the public to like Mr. Rockefeller but also persuaded Mr. Rockefeller to order his affairs so that "when placed before the public they will be approved."

The beatification of John D. Rockefeller Sr. by Lee was a triumph against odds which stood as an all-time high in U. S. public relations work until recently. The job that has surpassed it, according to experts, is the current reciprocal beatification of North and South America. This job is being carried on by John D.'s 33-year-old grandson, Nelson Aldrich Rockefeller. Nelson Rockefeller's title Coordinator of Inter-American Affairs, is better than anything Mr. Lee thought up in his best days. Both the Coordinator's objectives and his methods, however, are much like those with which Lee supplied his grandfather. The utilization by Nelson Rockefeller of a hand-me-down technique is characteristic and shows his extraordinary capacity for learning from experience and using his connections to the best advantage. As one of the chief heirs to one of the largest fortunes—\$2,000,000,000—ever assembled by a human being, young Rockefeller's connections are superlative.

The difficulties of Nelson Rockefeller's present assignment are matched only by its importance. For a variety of sound historical, economic and psychological reasons, North and South America have in the past reacted to each other with distaste, occasionally warming up to ennui. Now, threatened by Germany on one side and Japan on the other, there are equally sound reasons for them to cooperate wholeheartedly and fast. At first adjudged the prize boondoggle of the whole New Deal, the Office of the Coordinator of Inter-American Affairs, originally called the Office for Coordination of Commercial and Cultural Relations between the American Republics, promptly came in for all sorts of unkind comment because of goodwill tours by movie stars, exchange scholarships and traveling exhibits of modern painting. Of late, this carping has dwindled. It now appears that Rockefeller has accomplished more in a year and a half than Herr Goebbels did in a decade, and his organization stands as a convincing refutation of the theory that the Germans are the only people who know how to apply politically the kind of common sense that U. S. businessmen invented.

To speak of the Office of the Coordinator as though it were solely concerned with handouts for the press may be misleading. Actually, since Rockefeller is a firm believer in the theory that good public relations begin with good private conduct, its functions go much deeper. When Rockefeller became Coordinator he was given a budget of \$3,500,000 and a green light from the White House. Since then, he has expanded his operations to the scale of \$45,000,000 and now has some 500 assistant, associate and sub-coordinators ranging from Don Francisco, the \$90,000-a-year ex-president of Lord and Thomas, to Moe Berg, the erudite ex-catcher of the Boston Red Sox. The bureau is divided into two main branches, psychological and economic warfare. The former is split up into departments of Radio, Press, Movies, Science and Education; the latter specializes in remedying so far as it can the dislocation of South and Central American economy caused by war blockades. In general both branches try to function on the basis of committing friendly acts without indulging in the snobbish luxury of keeping them a secret.

New Deal agencies have never been noted for neat organization nor for harmonious relations with each other. If there was ever an agency that seemed predestined to be wrecked by bureaucratic jealousies, it was the amiably ubiquitous one of the Coordinator of Inter-American Affairs. By no means the least amazing thing about Rockefeller's extraordinary organization is the skill, directly traceable to its top man, with which it has integrated its job with that of its collaborators.

Rockefeller's first encounter with New Deal protocol occurred soon after his arrival. Sumner Welles, as author of the Good Neighbor

As Coordinator of Inter-American Affairs, a celebrated young heir runs a much-discussed and increasingly important Washington bureau

by NOEL F. BUSCH

bor Policy, was startled when he read in the *New York Times* that a young Republican ex-realtor, heir and museum head, had apparently joined him as its executor. When the Coordinator, as one of his first official acts, bought space in Latin-American papers, several of which were run by Nazi interests, to advertise his hemispheric program, the Undersecretary of State protested to Franklin Roosevelt, who rebuked Rockefeller. More recently, Rockefeller's Latin-American economic warfare department got into a tangle, as might have been anticipated, with the over-all Board of Economic Warfare run by Milo Perkins. Rockefeller's department was handed over to Perkins and became a subsidiary of his bureau, with the result that Washington jumped to the conclusion that the Coordinator's office was on the skids.

The Welles and Perkins incidents are good examples of Rockefeller's bent for executive diplomacy. Most novice administrators would have responded to the President's rebuke in the former case by hurt feelings and a show of independence toward Welles. Rockefeller instead admitted that his advertising move had been inept, apologized to Welles for getting in his way and promised to do better in future. Far from costing Rockefeller prestige, his handling of the Perkins incident was even more advantageous. Saying to Perkins, "You've got the authority and I've got the people—let's get together," Rockefeller not only handed over Carl Spaeth, his economic warfare chief, but told him to take along his capable and well-trained 75-man staff. His readiness to merge the whole subdivision with a rival office stamped Rockefeller as one of the few Washington bosses not animated by personal ambition.

Rockefeller guides the affairs of his own unique enterprise from a handsome suite of offices in a corner of the Department of Commerce Building. Hyperenergetic and a confirmed insomniac, he sometimes starts his work day as early as 6 a. m. by listening to a radio news program in the bathroom while taking a sun-lamp treatment and writing out memos on a board across his knees. He reaches his office by 8:30, often lunches at his desk and usually carries a bundle of homework when he leaves around 6. Rockefeller and his wife, the former Mary Todhunter Clark of Philadelphia's Main Line, live with their five children, including 3-year-old Michael and Mary, the only extant Rockefeller twins, in an unpretentious house on Foxhall Road, four miles from his office. Unlike either their New York apartment, which has glass bricks and a custom-made Matisse, or their Washington-slept-here farmhouse on the family estate at Pocantico Hills, N. Y., this establishment is without eccentricities of architecture or décor. The Rockefellers usually dine at home, most often in the company of Nelson's office associates, Latin American diplomats or Washington bigwigs, with whom their host sometimes talks shop until he falls asleep in the living room.

Simplicity, small allowances, ample doses of Sunday School

Rockefeller's competence in his present endeavor did not come to him by divine dispensation on the day he arrived in the capital. His early life had already developed aptitudes with which he was obviously endowed at birth. All the third-generation Rockefellers—Abby, John, Laurance, Nelson, Winthrop and David—were strictly reared on small allowances, ample doses of Sunday School and much insistence on the virtues of simplicity. Nelson, the second son, was especially close to his mother but soon developed an ability to hold his own in the family squabbles inevitable among five healthy, extroverted brothers. He was sent to Lincoln School, a select but somewhat unconventional institution, where he began coordinating at the age of 10. His present job is merely the extension of a lifelong habit.

Lincoln, founded by the late Abraham Flexner, was financed by John D. Rockefeller Jr. as a laboratory in progressive education. Nelson and his brothers covered the distance between school and the nine-story brownstone family mansion on 54th Street by a kind of free-style caravan. They did the first two miles on foot or roller skates and were picked up by the chauffeur at the corner of 93rd Street. Friskier than his brothers, Nelson showed a tendency to wander off the line of march. One morning the bodyguard, who shep-

CONTINUED ON NEXT PAGE



Rockefeller house on 3,500-acre family estate at Pocantico Hills (*above*) served as hiding place for Washington. The historic front door, hacked by British soldiers, was thrown away by ignorant workmen when house was remodeled for Nelson who designed modernistic guest house and swimming pool. Washington establishment (*below*), where Rockefeller entertains South American bigwigs, is comfortable and unpretentious.



This won't happen



But this will...



Good tea is ripened slowly
Poor tea is ripened fast,
Just taste slow-ripened Lipton's,
The difference is vast!

Such tea has finer flavor,
It's mellower and rich.
So if you don't use Lipton's,
We recommend you switch.



LIPTON TEA

THE LARGEST SELLING BRAND
OF TEA IN AMERICA!

TRY LIPTON TEA BAGS, TOO!



1. Only Lipton Tea Bags contain famous slow-ripened Lipton Tea.



2. These new-style, filter-paper tea bags let all the flavor through quickly.



3. Enjoy the added convenience of tea bags—Lipton's Tea Bags, for richer flavor.



Rockefeller brothers, with John D. Jr. at their grandfather's funeral, are (left to right) David, Nelson, Winthrop, Laurance and John D. 3rd. John now works with Red Cross in Washington. Laurance is in the Navy, Winthrop in the Army, David plans to enlist soon.

NELSON ROCKEFELLER (continued)

herded the precious flock from a discreet distance so as not to make them self-conscious, found him at the bottom of a sewer where he had climbed through an open manhole. Nelson was fished out and taken to the principal for a reprimand. "How else was I going to find out what was down there?" he asked. According to Lincoln theories this answer was responsive and Nelson's fundamental characteristic—that of enlarging his sphere of operations—failed to receive a check.

While at Lincoln, Nelson played tunes of his own composition on a homemade harp, squabbled bitterly with his brother Laurance and enacted the role of a little beggar in the school play. As a juvenile coordinator, Rockefeller made his presence felt in many ways. Once the class held a serious talk about the question of whether children should or should not take a pledge to abstain from smoking until they were 21. Nelson was delighted with this topic. When the class was dismissed, he cried, "Please, can't we stay a little longer? I think we ought to make this agreement!" As it turned out Nelson did indeed take the pledge and kept it faithfully, an act which loses only superficial significance in view of the fact that he does not like tobacco and has not started smoking yet. When in his senior year a new teacher arrived at Lincoln, Nelson naturally felt that he should establish a liaison between her and the class. He said: "You're new here and I've been around a long time. If you need any help just let me know." The teacher thanked him and agreed to do so.

Nelson was sent to Dartmouth, where his roommate was John French Jr. whose sister Mary is now married to Laurance. The preliminary alliance was arranged by Mrs. French and Mrs. Rockefeller, who had worked together on YWCA boards in New York. The boys had met only once before they went to college but the arrangement worked out well. At Dartmouth, Nelson took up skiing, played soccer, taught Sunday School and got elected editor-in-chief of the pictorial magazine which he reorganized with arty stills. For his honors thesis he chose the subject of his grandfather, refuting the contention of Ida Tarbell whose book, *History Of The Standard Oil Company*, portrayed John D. Sr. as an economic robber baron.

At Dartmouth, young Rockefeller got \$1,500-a-year allowance out of which he paid his board and tuition, while following the family tradition of saving 10% and giving 10% to charity. In his senior year, he and French saved \$3 a week by eating in the kitchen of their club, the Rood. Nelson never joined his classmates on applejack junkets to White River Junction and was often obliged to borrow money which he diligently paid back. Once a professor met him on the street and said: "Sometime you must come down for dinner, Nelson." "Good," replied Nelson, "how about tonight?" It developed later that he had 12¢ in his pocket. The habit of going about with no ready cash, less hampering for millionaires than for most other people, has been retained by Nelson Rockefeller. Motivated less by parsimony than by his well-developed flair for flattery, he uses it to good advantage.

The Rockefeller brothers were sent to different colleges but Winthrop and Nelson took the same postgraduate course, as clerks in the Chase National Bank whose president was their uncle, Winthrop Aldrich. Before entering the bank, Nelson had married and gone around the world on his honeymoon. In the bank, he showed a bent for management and was presently rewarded with an office of his own and a chance to show his mettle by selling Rockefeller Center office space and other things as head of an organization somewhat euphemistically entitled Special Work, Inc. The object of this concern was "to spot things and bring them about" or, as one client expressed it more simply, "shenanigans." Special Work's shenanigans may not



On homemade harp, Nelson played own tunes while at Lincoln school. A juvenile composer of promise, he joined school orchestra which attempted Beethoven symphony on fiddles made in carpentry shop. No sissy, Nelson also shot himself in leg with air rifle.

The Greatest Advance in Shaving Soap We Have Made in 25 Years

THIS FINE SHAVING CREAM NOW CONTAINS LANOLIN

— a substance
long famous for its
power to soothe and
soften the skin

LANOLIN closely resembles the natural oil of the human skin. It is not a synthetic compound, but is derived from soft fleece.

The soothing action of Lanolin on the human skin has long been an accepted medical fact. It is often prescribed by physicians in healing salves and ointments.

NOW IN WILLIAMS SHAVING CREAM

The J. B. Williams Company has developed a formula for blending Lanolin with Williams Shaving Cream.

Williams Shaving Cream with Lanolin has all the fine features that men have learned to rely on in Williams shaving soaps. It has the rich, dense lather that wilts whiskers completely soft. It holds water through the slowest of shaves. And it lets fast shavers zip safely along.

You get all these advantages of Williams Shaving Cream—*plus* Lanolin. The Lanolin helps relieve the taut, sore feeling that so often follows a close shave. It leaves your face feeling softer and supple . . . soothed and refreshed.

OUR FINEST SOAP IN 100 YEARS

This new Williams Shaving Cream with Lanolin is not just another shaving cream. So definite are its advantages that we feel we can sincerely call it the finest shaving soap to bear the Williams name. And Williams has meant *quality* for over 100 years.

Try this improved new Williams Shaving Cream right away. See if you don't get closer shaves without irritation. Actually *feel* how the Lanolin soothes your face . . . leaves your skin feeling pleasantly softer and smoother.

Everett D. Huibbert
PRESIDENT



BORIS KARLOFF



PAUL LUKAS



C. AUBREY SMITH

ACTORS' FACES ARE EXTRA SENSITIVE

Removing make-up punishes the skin, yet actors *must* be clean-shaven. BORIS KARLOFF says: "The new Williams lets me shave as close as I like without irritation." PAUL LUKAS tells us: "The new Williams is a great improvement. The Lanolin leaves my

skin feeling soft, smooth and pliant." C. AUBREY SMITH says: "I can shave closely with comfort when I use the new Williams. The Lanolin is most soothing."

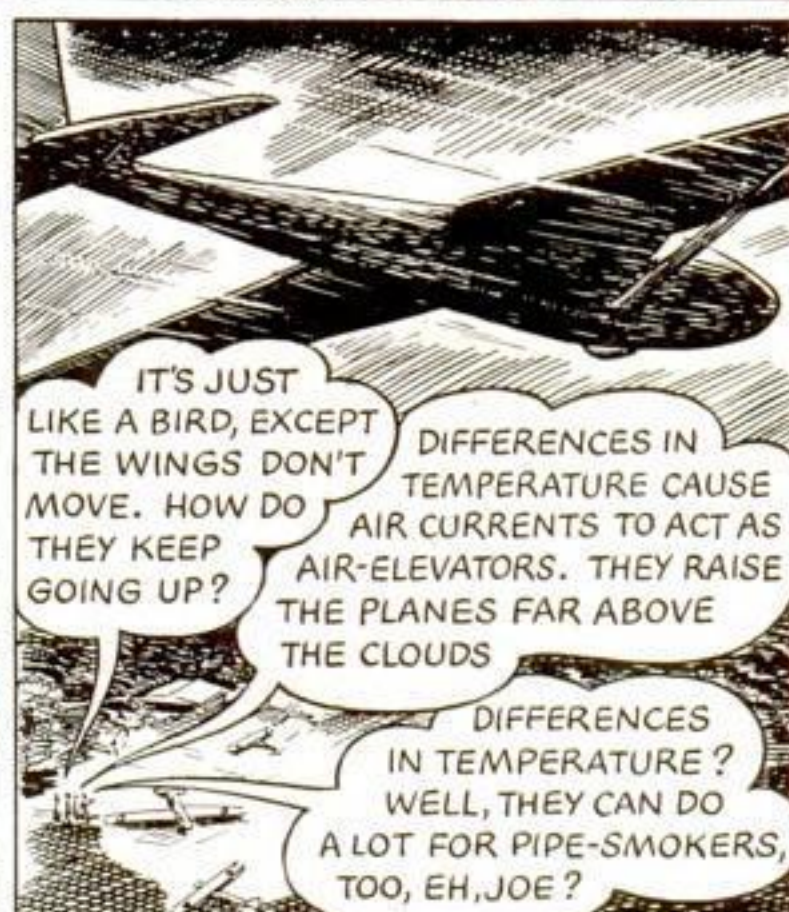
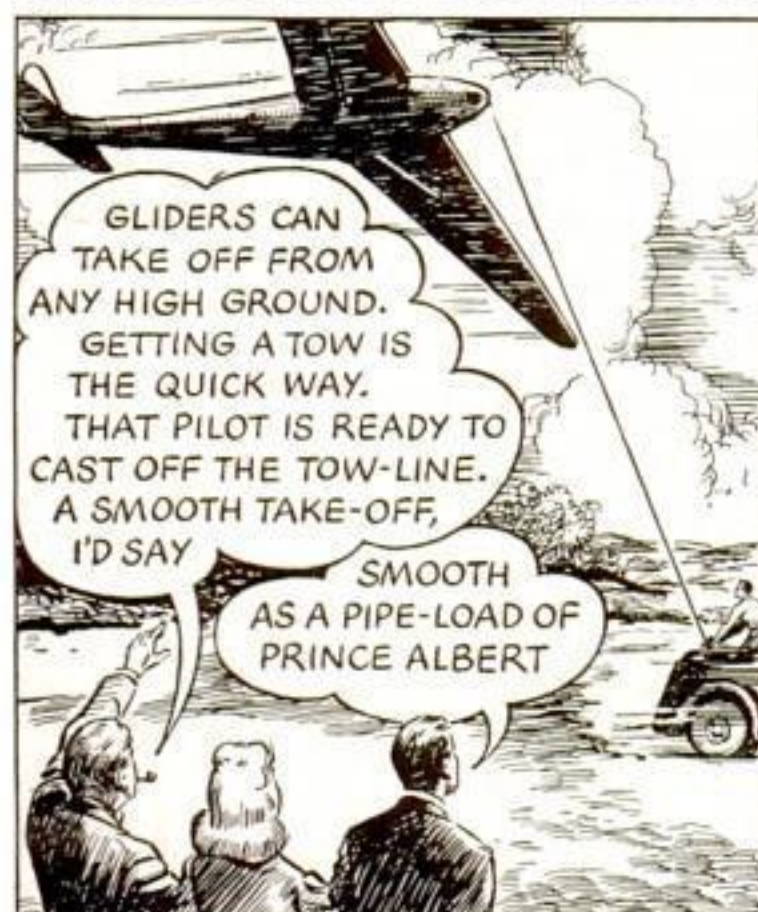
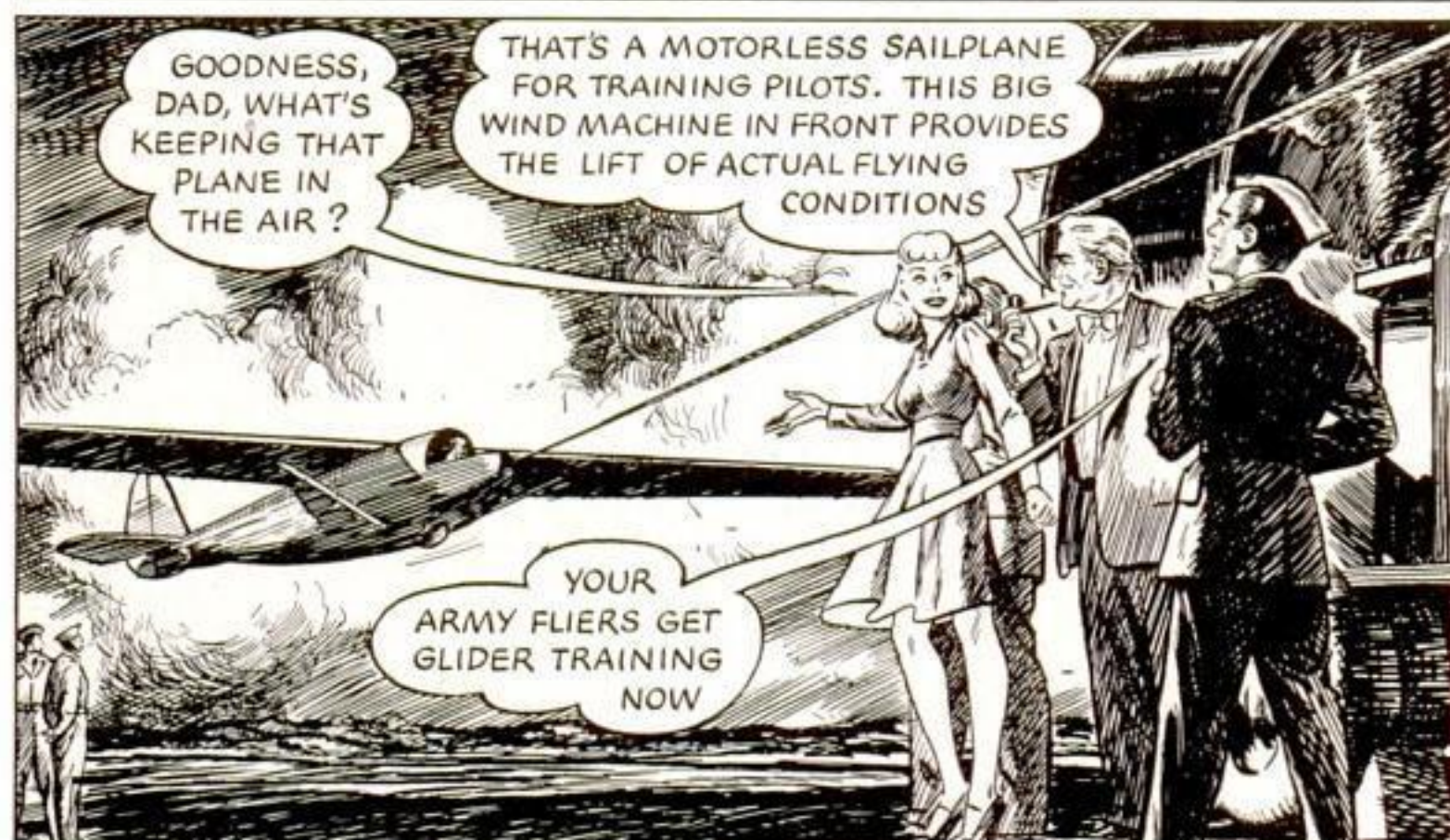
**NOW contains
LANOLIN**



... same familiar tube

WONDERS OF AMERICA

Silent Warbirds



IN RECENT LABORATORY "SMOKING BOWL" TESTS, PRINCE ALBERT BURNED

86 DEGREES COOLER

THAN THE AVERAGE OF THE 30 OTHER OF THE LARGEST-SELLING BRANDS TESTED — COOLEST OF ALL!



Enroute to church on Easter Sunday, 1921, John 3rd, wearing fedora hat, and Nelson lead march of miniature Rockefellers past brownstone steps of then-fashionable West 54th Street. Small David and Laurance tag behind. The district has since deteriorated sadly.

NELSON ROCKEFELLER (continued)

of hard knocks confers on less eccentrically situated inmates. Thus it was clear to all of them that, while their position obliged them to choose their goals with unusual care, no praiseworthy one would be impractical on purely economic grounds. This realization has been useful in making Nelson's adjustment to the Washington scale of spending comparatively effortless. At the same time, it has given him a slightly proprietary attitude toward his environment, which he regards as highly malleable. New York's municipal art preserve was one sample of his tendency in this direction. Another is his scheme for keeping track of friends. Whereas most busy people have address files, Nelson keeps a card index, started after an early trip to Europe, which includes data like occupation, anniversaries and favored conversational topics.

He visited every country in Latin America

Nelson's travels have been conducted on a characteristically comprehensive scale. His first trip to Latin America which has had such far-reaching consequences was no exception. When, in the spring of 1937, having covered most of the rest of the world, Rockefeller decided to inspect his own hemisphere, he began by taking a Berlitz course to improve his textbook Spanish. Next he invited Joseph Rovensky, a fatherly economist of Czechoslovak extraction who had been his immediate boss in the Chase Bank, Jay Crane of Standard Oil, his wife and his brother Winthrop to accompany him. The group started at Caracas in Venezuela. By the time they returned they had visited every country on the continent and Nelson, aided by his card-index system, the Rockefeller Foundation and his own business position as a director in the Standard Oil-controlled Creole Petroleum Corp., knew almost everyone who mattered there. He liked the place and made subsequent visits to rich little Venezuela, where he financed a \$1,000,000 hotel, and Mexico, where he promoted a gigantic collection of pictures for the Museum. The visit to Mexico coincided with the oil expropriations controversy and Rockefeller was headlined as "Príncipe de Gasolina" (Gasoline Prince). He failed to recover his family's oil lands but made friends with everyone including Diego Rivera's good friend, Cardenas.

When he returned from Mexico shortly after the beginning of World War II, Nelson's feeling that the U. S. had better do something about Latin America was almost automatic. It crystallized in typically epic style soon after the fall of France. Summoning some friends, including several who are now working with him, he held an informal meeting on hemisphere defense, with special emphasis on Latin America. At the end of the discussion, each of the participants agreed to put his thoughts into a written memorandum. Rockefeller took the combined memoranda to Harry Hopkins who was enough interested to ask him to call at his cranny at the White House. Nelson did so, read his memorandum out loud and stayed there till 3 in the morning talking about it. A few weeks later he got a letter from the President inviting him to get to work. Nelson moved down to Washington and has been coordinating there at full speed ever since.

Washington is an extraordinary place. Whereas most big U. S.

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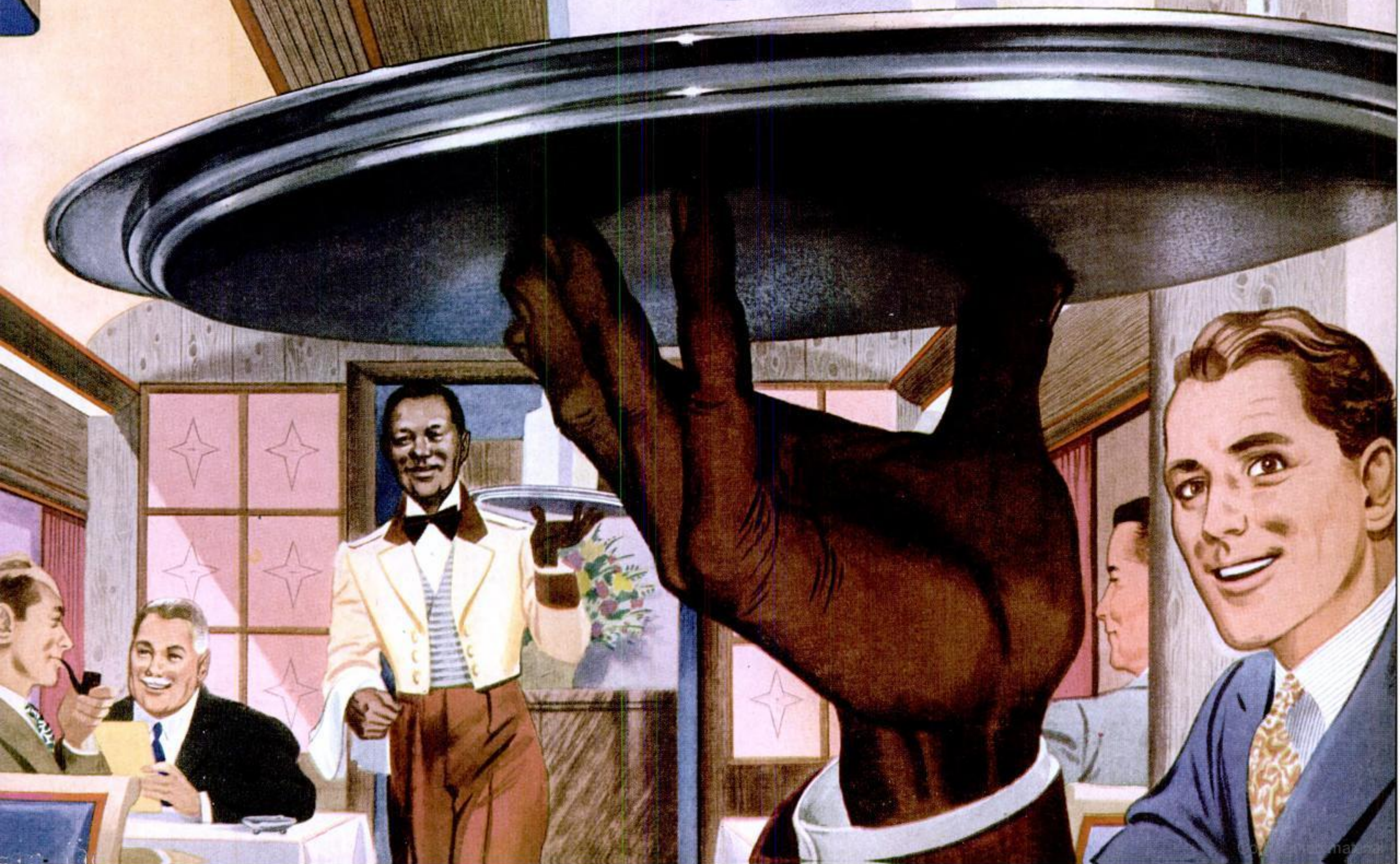
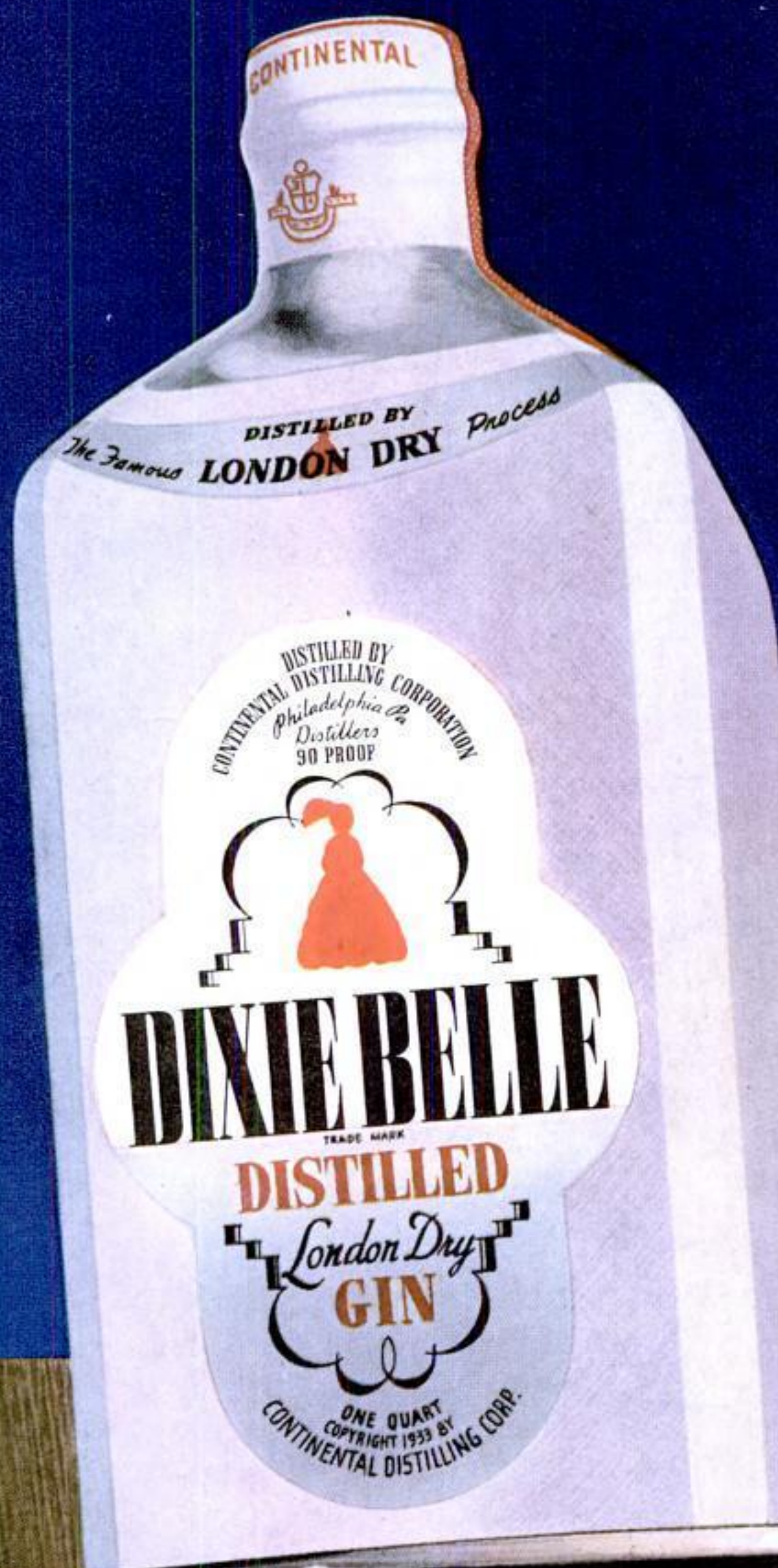
Served
**ON AMERICA'S
MOST DISTINGUISHED
TRAINS**

In the smartest places of streamlined America, on the dining cars of crack modern flyers, at clubs, bars and restaurants patronized by those whose names are news, there you'll find Dixie Belle. It is a mannerly gin, suave, restrained, one that mingles gracefully in cocktails and other favorite drinks without over-emphasis, but with definite authority. Truly, here is one of America's finest gins. CONTINENTAL DISTILLING CORPORATION

DIXIE BELLE

Distilled
DRY GIN

90 Proof—Distilled from 100%
grain neutral spirits



**JOIN THE 150,000 NEW
CUSTOMERS WHO SAY:**

"That's it!"



LEARN for yourself why the big swing is *to REGAL!* Examine the high-quality leather in every pair of Regal Shoes. The careful workmanship. The up-to-the-minute Hollywood and New York styling.

Sure you can pay more — lots more — than Regal's low coast-to-coast price of just \$6.60. *But we believe you can't get better value no matter what you pay!* One reason is that we buy for cash, sell for cash, and pass the savings on to you. Another is our streamlined distribution — from the Regal factories *direct-to-you*

through Regal's own stores* — with *no* multiple profits, *no* multiple taxes for you to pay.

So look for the green Regal boot next time you need shoes! That marks the spot where you can get Regal *quality*, Regal *value*, and Regal's exclusive "*Prescription Fitting*," the only system in the world which measures and records the length and width of both your feet at the same time — sitting, standing and stepping. Come in soon!

WRITE FOR FREE ILLUSTRATED STYLE FOLDER

*Style 1376, in Black
King Calf, 4300 in
Brown Russia Calf*



**ONE LOW PRICE
FOR ALL STYLES**
\$6.60
**COAST
TO COAST**

REGAL  SHOES

FACTORIES AND MAIL ORDER DEPARTMENT AT WHITMAN, MASSACHUSETTS

***81 REGAL-OWNED RETAIL STORES IN**

Atlanta; Baltimore; Birmingham; Boston (4); Brooklyn (8); Buffalo; Cambridge; Chicago (3); Cincinnati; Cleveland; Detroit (7); Hartford; Hollywood; Houston; Jersey City (2); Kansas City; Los Angeles (2); Milwaukee; Newark; New Haven; New York (30 stores in Greater New York); Norfolk; Oakland; Paterson, New Jersey; Philadelphia (4); Pittsburgh; Portland, Oregon; Providence; Richmond; Rochester; St. Louis; San Francisco (2); Seattle; Springfield, Mass.; Syracuse; Tacoma; Utica; Washington (2); Worcester.

NELSON ROCKEFELLER (continued)

cities are built along perpendicular lines, the capital is laid out horizontally. Its low buildings are so long, however, that they give the effect of skyscrapers lying down and on newcomers, particularly newcomers from New York, this tends to have a soporific influence. The soporific effect is increased by getting inside the buildings. Here the corridors are so immense and the directions are so vague that one has the effect of being caught in a nightmare-sized art gallery with its paintings down. Museumnesia, or the torpor that comes from walking too far on marble floors, sets in almost immediately. Some newcomers react to this feeling by frantic effort to keep awake, resulting in nervousness or jitters. Others give way to logorrhea of the sort which currently impedes the U. S. war effort. The strangeness of Washington is increased by governmental organization. In Washington the normal incentives of power, profit or prestige are regarded as immoral. Consequently, the competitive urges of all the leading heads of agencies and offices have to be expressed in a sort of code which few except seasoned politicians or the inner White House breakfast set find readily intelligible.

Politicians were amazed by Rockefeller

When Nelson Rockefeller arrived in Washington, the professional politicians who had had considerable experience with coordinating under New Deal rules took his measure rapidly. They sized him up as a naive boy from the big city, whose agency would presently be absorbed by someone more experienced. What the politicians, who were really only amateur coordinators, failed to see was that Nelson, while obviously an amateur in politics, was a past master at coordination. His previous experience with museums had inured him to the bad effects of half-mile hallways. Furthermore, the opportunities for practicing his specialty on an even larger scale than that afforded by his family's ample business, charitable and artistic interests acted as a stimulus. He responded favorably to his new environment, becoming happier and more confident than ever. A wide-awake boss is likely to pick wide-awake assistants. The Office of the Coordinator of Inter-American Affairs is practically unique in Washington in that members of its staff are always reachable by telephone, rarely yawn in conversations and do their work as though they thought it was important. This conviction, it turns out, is justified.

Rockefeller's job falls into two categories, first that of so arranging things in the capital so that he can work at all, and second that of working. The Welles and Perkins incidents are only two of many indications of the skill with which his organization has done the former. Another was a minor row with Colonel Donovan who, in charge of short-wave broadcasts among other things, naturally thought Latin America was included in his sphere. This time Rockefeller got the White House nod, but far from gloating over it he used the victory as a means for making friends with Donovan. The two groups now exchange material and read each other's scripts to mutual advantage. To avoid duplicative efforts, a lunch is held each Wednesday, at which Rockefeller's executives meet with emissaries from MacLeish and Donovan to trim off overlapping projects.

When Rockefeller started, all 20 of Latin America's countries were

CONTINUED ON NEXT PAGE



Stocky and strong, Nelson Rockefeller skied and made soccer team at Dartmouth.



With his wife, the former Mary T. Clark of Philadelphia, Rockefeller got leis at Honolulu on honeymoon in 1930. Couple then went around the world.



This 1-Minute Glamour Mask

— helps your skin
LOOK softer, **FEEL** lovelier

Such a Refreshing Beauty Pickup—this quick new way to use POND'S Vanishing Cream—as a 1-Minute Mask.

Just spread a thick white mask of the Cream over your face and throat—except eyes. Leave 1 full minute. Tissue off excess.

The Mask has a delightful, cool feel while on—and you'll love the way you look after it! Your skin seems lighter, clearer! It feels softer, smoother! Your make-up goes on beautifully!

Use 3 or 4 times a week—morning, evening or during the day.



"I'm thrilled with the 1-Minute Mask. My skin looks and feels particularly fresh and soft after I use it," says beautiful MRS. ANTHONY J. DREXEL, III (above).



Countless dried skin cells, tight-sticking dirt particles may dull and coarsen your skin.

This 1-Minute Mask's "keratolytic" action gently dissolves and loosens such surface scurf.

You'll love how much fresher, softer your skin looks and feels after the 1-Minute Mask.



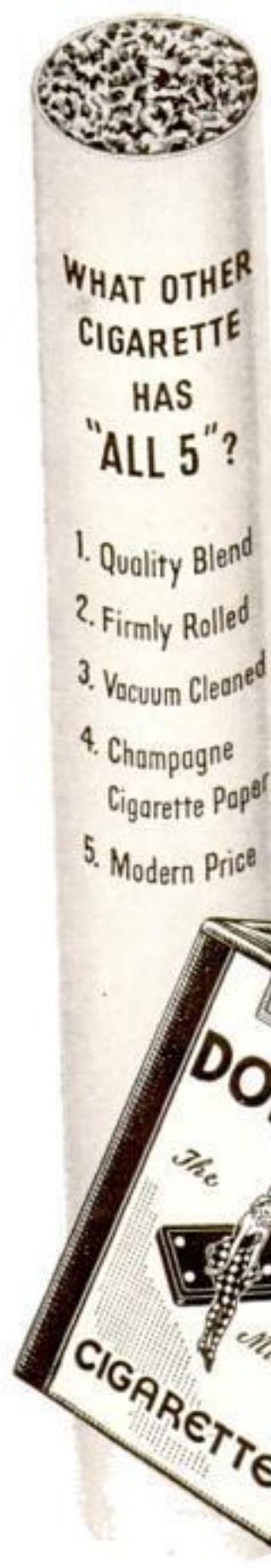
FAMOUS AS A POWDER BASE—

Always before you powder, smooth this fragrant cream on lightly. It gives your face a velvet-soft, mat finish—perfect for make-up. Powder goes on with lovely smoothness—holds for hours. Smooth it on, too, before going outdoors, for added protection.

Just One "Minute Mask" Will Win Your Heart

Don't wait to try this 1-Minute Mask—the new way of using POND'S Vanishing Cream. Use it once—and you'll use it all the time. The small 10¢ jar will give you a chance to try at least five "Minute-Mask" treatments—but you'll want the thrifty larger jars for regular use. 4 sizes—all popular in price—at your favorite beauty counter.

Would You Pay 50¢ a Pack?



Let's be perfectly frank! Would you continue to smoke your present cigarette if the price were suddenly raised to 50 cents?

Many smokers have told us they'd stay with Dominos—no matter what they cost!

"Dominos", they say, "give me an *extra something*—a rich, smooth taste I've always wanted in a cigarette." Discover Dominos!

1. Quality Blend
2. Firmly Rolled
3. Vacuum Cleaned
4. Champagne Cigarette Paper
5. Modern Price



© 1942, Larus & Bro. Co.

AMERICA'S BEST CIGARETTE BUY!

IT'S Vitafied

COMET RICE

ENJOY YOUR VITAMIN B₁ IN

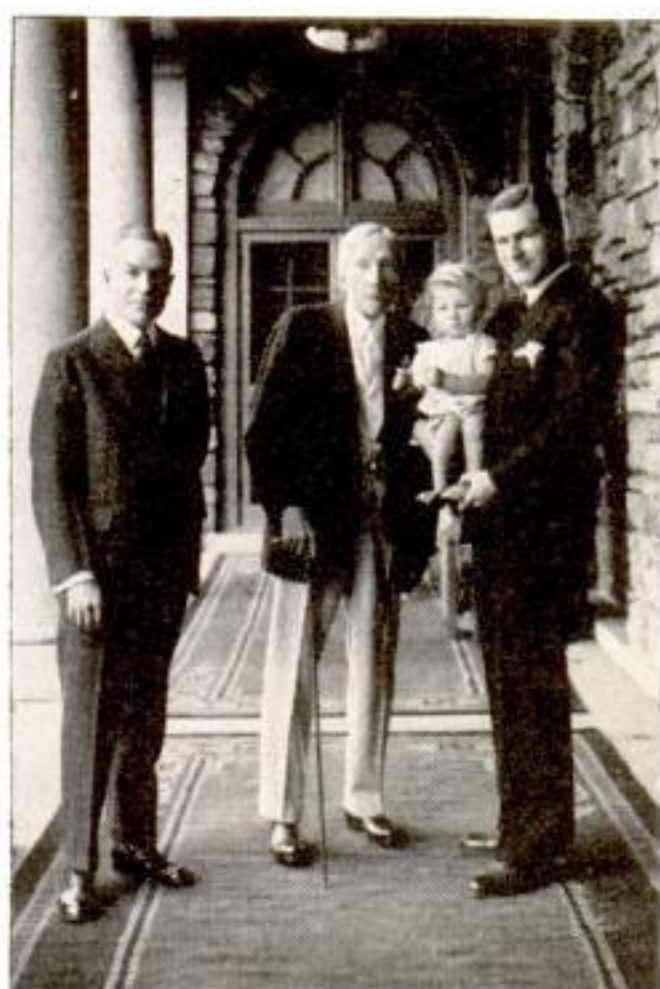
COMET RICE

SEND BOXTOP FOR HANDSOME RECIPE BOOK

GRAVY MASTER

MASTERS GRAVY MAKING

Every Bottle Tells How



Four generations of Rockefellers were photographed at Pocantico Hills shortly after birth of Nelson's oldest son, Rodman.



At ground-breaking ceremony for south International Building in Rockefeller Center in 1933, Rockefeller hoisted U. S. flag.

NELSON ROCKEFELLER (continued)

honeycombed with Nazi influences. These influences were being encouraged by U.S. businessmen who inadvertently hired Nazis as their agents, advertised in Nazi papers and generally played into Hitler's hands. When Hitler made a speech it was reported all over Latin America and translations went on the air immediately. When Roosevelt spoke, Latin America could not understand him. Finally, since the Latin-American press generally reflects the Government's position, Latin Americans assume that the same arrangement applies elsewhere. Consequently, every uncomplimentary reference to Latin America made by U. S. publications and reprinted by Nazi papers in Portuguese or Spanish was regarded as stemming directly from the White House.

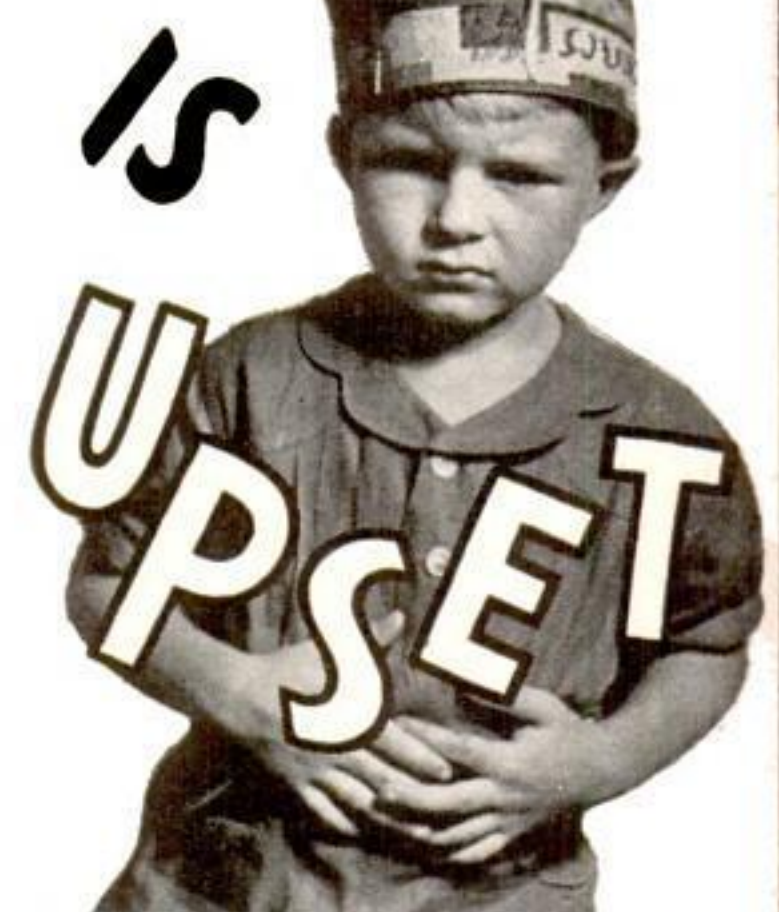
He compiled black list of Nazi sympathizers

Hastily assembling a staff, Rockefeller began his heroic task by compiling a list of all the firms and individuals in Latin America who were known to be Nazi sympathizers. This list was forwarded to U.S. companies who did business in the field with the urgent admonition to take note of its contents. Rudimentary as it seems, the move indicated how serious the situation was by the repercussions it caused. Rockefeller accompanied his black list by establishing a radio department to broadcast important speeches in Spanish, Portuguese and French, later enlarged to include entertainment programs; a press bureau which saw to it that cabled translations of the President's utterances and picture coverage of important events stood at least some chance of getting space in Latin-American papers; and publication of the picture magazine *En Guardia*, which goes free to a picked mailing list of 175,000 influential Latin-American citizens. The Coordinator's Press Division now feeds 13 short-wave stations and gives the A. P., U. P. and I. N. S. 12,000 words a day on inter-American news. His short-wave broadcasts compete directly with Berlin's and their long range verbal sparring constitutes what is perhaps the most important as well as the most spectacular battle now being fought on the psychological war front.

Rockefeller's advertising fiasco was partly attributable to the fact that it took not only Latin Americans but U.S. diplomats and the 50,000 U.S. citizens who work in Latin America completely by surprise. All felt that they should have been consulted first. To avoid a repetition, Rockefeller saw that it was desirable to consult both native and U.S. representatives of all 20 of the Latin American republics about all future moves. This was a knotty problem but it is being solved by setting up local committees in every capital on the continent, whose job is to give advice on projects after they are passed by Rockefeller's own policy board and the State Department.

Rockefeller's outfit has been widely ridiculed on the grounds that it represents a kind of incorporated international Mayris Chaney. For some of the ventures which occasion these rebukes, like the goodwill tour of official Washington's favorite movie actor, Douglas Fairbanks Jr., the Coordinator's Office was not primarily responsible. Others, like the streams of exchange scholarships, traveling exhibits of paintings and invitations to Brazilian artists to visit the U.S., have more point than is usually apparent to the U.S. public. The fact is that pianists, painters and professors occupy in many Latin-

WHEN YOUR STOMACH



When eyes are bigger than stomachs, and youngsters overeat—be gentle with the stomach distress that often follows. Don't add to the trouble by giving overdoses of antacids or harsh physics. Give soothing PEPTO-BISMOL!

Pepto-Bismol acts in a different way. It helps calm and quiet stomach upsets caused by too much to eat or drink... change of diet... or bad combinations of food. In three sizes at your druggist's—or by the dose at his fountain.

Pepto-Bismol

By the Makers of *Unguentine

Norwich

*Reg. U. S. Pat. Off.

BUY DEFENSE BONDS FOR VICTORY

SPORT FANS

The strikes are on you when lips are painfully cracked and wind-burned. **CHAP STICK** before exposure keeps lips smooth, comfortable. Medicated to bring quick relief when you forget. Stick or "fives"—25¢. Free sample—write Chap Stick, Dept. L-20, Lynchburg, Va.

PROTECT YOUR LIPS WITH

Chap Stick

FREE TOURIST GUIDE BOOK

Finest Courts

UNITED MOTOR COURTS

Travel—Recreation—helps morale. Finest courts; coast-to-coast; look for trade mark. Safe accommodations for both tourist and car. New free guide—United Motor Courts, Box 1231, Houston, Texas.

USE MARGIN BELOW FOR COUPON—WRITE NAME AND ADDRESS

American countries the kind of prestige accorded in the U. S. only to pugilists, dipsomaniacs or crooners. The effect, for instance, of hanging pictures by the Brazilian, Candido Portinari, at the Museum of Modern Art—one of the Coordinator's characteristically neat amalgamations of his private and public interests—not only helped the Museum but created a sensation in Brazil. This effect was heightened when Portinari was asked by MacLeish to do murals for the Library of Congress.

Movie contributions have been notable

Lobbying for the U. S. in Latin America, as his job has been described, is only half of the Coordinator's function. He must also lobby for Latin America in the U. S. War developments have made progress in this direction easier. So have the efforts of John Hay Whitney, who heads his movie department. Like the Coordinator's Office, the movie department made errors at the outset. Hollywood, asked to aid, began adding Latin-American sequences, actors and angles to pictures with indiscriminate enthusiasm. When Carmen Miranda, a famous star from Portuguese-speaking Brazil, appeared in something called *Down Argentine Way* and sang Spanish with an accent, the catcalls from both Rio and Buenos Aires were audible in the capital. Commissions, composed of patriotic but sophisticated studio experts, serving the same function as the commercial commissions in the Latin-American capitals, now patiently aid each studio to delete sequences which might offend Latin America and often add sequences which will be pleasing. The result is that the hero and heroine who used to honeymoon in Paris now usually head straight for Rio, a procedure which may have interesting effects on post-war tourist trade.

Rockefeller's choice of Whitney, whose office is, of course, in Rockefeller Center and whose Latin-American connections (Pan American Airways) are only surpassed by his Hollywood connections (*Gone With The Wind*), was not a fluke. The Coordinator's personnel includes specialists of all sorts, ably picked from all his previous phases of nongovernmental coordination. A Pulitzer Prize-winning reporter, Frank Jamieson, heads the press section. Nelson's Chase Bank boss, Joseph Rovensky, is an assistant coordinator as is his old friend Wallace Harrison, one of the architects of Rockefeller Center. Harrison, now in charge of psychological warfare, formerly headed the Division of Cultural Relations, since remodeled as the Division of Basic Economy and currently managed by Nelson's ex-Dartmouth classmate, John Clark. Moe Berg, the professional catcher who graduated from Princeton in 1923, holds an LLD, has circled the world several times, studied at the Sorbonne, speaks seven languages and calls Tunney "that fighter who once read a book," was discovered by Clark and enthusiastically approved by Rockefeller. Moe is a special adviser to the Coordinator's Office, assigned to find out whether sport, which often creates international bitterness, can instead further international goodwill. Many of the Rockefeller enterprises, critics feel, are too recondite for the masses. Berg, a living antithesis of Ring Lardner's stupid ballplayer, may help correct this situation.

The Coordinator's latest and biggest project is a \$25,000,000 health and sanitation program in Ecuador, Brazil and elsewhere. This move has charitable aspects although it is no secret that Rockefeller's missions will devote special attention to locales likely to become future sites of either U. S. bases or rubber cultivation. The missions are made up of doctors but it is significant that Dr. George C. Dunham, who heads the enterprise, is listed in the *Army Register* as a lieutenant colonel. Rockefeller has used skilful diplomacy to get local political support for this endeavor. So far, Latin America has responded to his clinical ministrations with surprisingly little protest, regarding it as an extension of the good work of the Rockefeller Foundation.

CONTINUED ON NEXT PAGE



With Trustee Stephen C. Clark, Rockefeller admires model of his Museum of Modern Art. Building has glass front (now taped as air-raid precaution), garden, movie theater in basement. Shows at Museum enable New York socialites and intelligentsia to mix.

Van Raalte

STRYPS[®]

GOWN

You can see the gently fitted lines—but they're only half the charm of this lovely gown. Wait till you feel the kitten softness of the rayon fabric (which, by the way, needn't be ironed!) In better stores everywhere.

BECAUSE YOU LOVE NICE THINGS

*Reg. U. S. Pat. Off.

VAN RAALTE • STOCKINGS • UNDERTHINGS • GLOVES 417 FIFTH AVENUE, NEW YORK CITY

No DANDRUFF

YOU TOO
CAN GET RID OF
LOOSE DANDRUFF



with this common-sense
antiseptic hair tonic

JERIS

FOR WELL-GROOMED HAIR
At All Drug Stores and Barber Shops



FOUNTAIN FAVORITE FOR YEARS
—NOW IN BOTTLES, TOO

Q *question:* **What cleaner whitens shoes in ½ the time?**

Shu-Milk, of course! Shoe cleaning experts tested the Shu-Milk's new Applicator method against the old-fashioned way. Here are affidavits that say Shu-Milk takes 50% less time. The Shu-Milk way is easier and neater, too.

A *answer:*

You apply cleaner right from bottle. No smeared edges. No messy hands. The applicator is a "natural" for cleaning all kinds of two-toned shoes.

The Pioneers had smart Idears!



• Daniel Boone didn't have a car, either. He blazed America's trails on foot—in moccasin comfort! To ease your extra miles, here's the modern Moccasin-Toe Walk-Over. Flexible, yet supports your foot. Silver Lining* for inside smoothness. ROCKET: Brown-and-white. Others, two tones of brown. Walk-Over prices \$7.95 to \$12.95. Geo. E. Keith Company, Brockton, Mass.

*© WALK-OVER



Walk-Over MOCCASIN TOES

NELSON ROCKEFELLER (continued)

Despite its large appropriations, the Coordinator's Office, unlike the State Department, makes no provisions at all for expense accounts or entertainment, which is painful for a concern that concentrates on goodwill. When his office needs funds in a hurry, Rockefeller is in a position to raid his family treasury instead of the Government's, charging the debit to goodwill. He himself, of course, is still perennially hard up. In Georgetown, with four servants and two cars, the Rockefellers live on a comparatively modest scale. Rockefeller used to do some weekend skiing, but aside from this and interior or exterior décor he has few hobbies and, unlike other wealthy young heirs, almost no expensive habits. Some years ago a lady trustee of his Museum arrived late for a board meeting and found him chatting with his colleagues, Whitney, Edsel Ford and Marshall Field. Curious as to what four of the richest young men in the world had been discussing, she enquired. "Labrador retrievers," answered Nelson, who rarely shoots and only owns a blind one.

In fixing up the Rockefellers' reputation, there can be small doubt that their grandfather's press agent went too far. Innumerable magazine articles, newspaper stories and biographies have tended to implant the feeling that the five current chips off the old block are dreadful prigs. The fact is that Ivy Lee himself was more priggish than his protégés. Prepared to despise Nelson as a milksop, new acquaintances are likely to be taken aback at the subconscious dexterity with which, while abstaining from liquor, tobacco, swear words and dissipation, he alters this impression while ostensibly confirming it. Most teetotalers refuse a cocktail with a noxious air of guilty virtue. Nelson contrives to do so as though affected by a quick revulsion, perhaps the consequence of having drunk too much the night before. While not convincing, this effort to deceive displays good common sense. Nelson speaks of his family with the same objectivity with which the Duke of Windsor uses the phrase, "When I was king." Explaining how he came to take up his present work he made a revealing comment. "I was surprised at how much the President liked my plan," he said, "My family is Republican—and after all, my background might have seemed a little funny."

The Rockefeller boys are still made uncomfortable by talk of money. Their friends avoid the subject tactfully. In considering the future of the most extroverted and ambitious member of the clan, it is notable that he has no inhibitions about other more adventurous means of self-assertion. In press releases from the Office of the Coordinator, the lead refrain "Nelson A. Rockefeller, Coordinator of Inter-American Affairs, announced today," recurs so frequently as to be reminiscent of "Mrs. Otis Regrets."

Aside from a certain youthful pomposity, Rockefeller's public utterances show a good grasp of his present and future functions in a changing world. In view of the undeniable success attained by his agency, it seems likely to outlast the war and go on to bigger things. Its founder is a good bet to do so also. Meanwhile Rockefeller takes a realistic view of the immediate problem and tries hard to communicate it to his fellow citizens. Last week at a Pan American Council dinner in Chicago, he made the point to a group of Chicago businessmen that in order to win the war, the U. S. needs supplies like tin and manganese from South America. "We are getting all these things," said Nelson Rockefeller, "and we are getting them by fair dealing with our neighbors."



With Vice President Henry Wallace and Milo Perkins, head of Board of Economic Warfare, Rockefeller discusses hemisphere defense. Wallace and Sumner Welles, Washington's top authorities on Latin America, now approve young Coordinator's efforts.

"YOU'RE UNPATRIOTIC, THAT'S WHAT!"

BILL: Throwing away money in these times!

MARY: But I thought you needed shirts!

BILL: Not this kind. Give 'em to the Boy Scouts ... or Bundles for Midgets.

MARY: But the clerk swore they wouldn't shrink!

BILL: Did he say they had "Sanforized" labels?

MARY: N-no ...

BILL: Then you should have thrown 'em back at him. A "Sanforized" label means the fabric won't shrink more than 1%, by standard tests. And that means you can wear a shirt until it wears out!

MARY: Oh, dear ... and I thought I was economizing!

BILL: You weren't even economizing on the price. Clothes marked "Sanforized" don't cost more than the shrinking kinds. And you can get 'em in almost all styles and materials.

MARY: I'm going straight back to that store and heckle that clerk. If they haven't "Sanforized" labels, I won't buy!

BILL: Atta girl! From now on, everybody and every dollar must do its duty!



↓ "YOU'RE RIGHT—THEY'RE WRONG!"



MARY: Whoever says you can't get shirts or any other washables with "Sanforized" protection these war days, is a rumor-monger. I found plenty of shirts labelled "Sanforized"—in all the reliable stores! At no extra cost!



MARY: And the same thing goes for you, dear. All good washable war work clothes are marked "Sanforized" for permanent fit. And if you don't see that tag, don't buy them!



MARY: And look—wash dresses with "Sanforized" labels! One store tried to tell me I had to take what I could get now—shrink or no shrink. But I just walked out to another store that *did* have 'em. It pays to insist!

YOU CAN FIND the "Sanforized" label on other cotton, linen, or spun rayon washables, too ... such as children's clothes, uniforms, slacks and work clothes, slip cover and curtain materials.

•SANFORIZED•

REG. U.S. PAT. OFF.

Checked standard of the trade-mark owner

The "Sanforized" trade-mark is used by manufacturers on "Compressive Pre-Shrunk" fabrics only when tests for residual shrinkage are regularly checked, through the service of the owners of the trade-mark, to insure maintenance of its established standard by licensed users of the mark.

Cluett, Peabody & Co., Inc.

FOR PERMANENT FIT... LOOK FOR THE "SANFORIZED" LABEL



Ralph Morse, 24, youngest photographer on the LIFE staff, has been in Hawaii for the past two months on war assignment. Earlier he worked 10 days at Fort Benning, Ga., doing a LIFE story on "How to Shoot a Machine Gun."



Carl Mydans, who was captured in January by the Japanese at Manila, is one of the most famous photographers of World War II. He covered four wars in two years—in Finland, in France, in China, and finally in the Philippines.



Robert Landry has probably spent more time with U. S. Pacific fleet since the outbreak of this war than any other photographer. At sea with a task force on December 7, he later took LIFE's pictures of the Marshall Island raid.



Alfred Eisenstaedt, shown at a baby contest, is one of the world's great photographers. A specialist in people and patterns, he worked on LIFE's story on West Point which won first prize for the "best educational story" in 1941.



Hart Preston arrived recently in Ankara, Turkey. He is credited with having taken the best pictures of the Pan-American Conference at Rio and while there he flew 8000 miles up the Amazon with President Vargas, covered Chile's Fifth Column.



David Scherman is now on assignment in London. Rescued from the ZamZam, he got exclusive pictures of the sinking and life on the German raider. He took the enactment of "This Above All," the A. E. F. landing in Ireland.



William Vandivert has recently returned from covering the Dodgers' training camp in Havana. From 1939 to 1941 he was LIFE's chief European photographer, covering the Blitz on London, British defenses at Gibraltar, and R.A.F. sorties.



John Phillips just completed "A Typical American Family at War." Phillips knows war and its impact on people from four years in Europe where he took LIFE's Polish Essay, covered Nazi occupations of Austria and Czechoslovakia.



Frank Scherschel is the newest photographer on LIFE's staff, and recently finished a photographic essay in LIFE on the assembling of an air task force. Now on special war assignment, he has in the past worked mainly in the Middle West.



Bernard Hoffman, now covering the Home Front, started as an office boy in LIFE's New York office. He almost froze while he was photographing Winter in Maine; took LIFE's series of color pictures of Rockefeller Center.



Thomas D. McAvoy, LIFE's top Washington man, has photographed President Roosevelt oftener than any other cameraman. He has covered Washington for four years, and was the first to photograph the U.S. Senate in session.



George Strock has spent the last 6 months covering the Home Front. Memorable among his jobs are the close-up of typical Army Private Teed, an index of Army Vehicles. When France fell, LIFE sent him to Vichy for pictures.

Eyes for the Minds of America

TO HAVE a clear understanding of the war, Americans must see how the fighting goes—the battlefields, soldiers, weapons, geography, people, cities, industries.

To have a satisfactory goal, Americans must see what the fighting is *for*, all the manifestations of democracy and our way of life.

LIFE shows these things with all the *reality*, *simplicity*, and *scope* of life itself—so that every issue is eagerly and easily read by 21,900,000 people.

To do this job requires a large, far-flung staff of photographers, writers, and editors.

Here, for example, are 17 of LIFE's staff photographers. They are a few of the hundreds of LIFE cameramen and reporters on assignment in this country and abroad, getting the pictures and writing the stories that you'll see in LIFE next week or next month.

Each week they send approximately 3,000 pictures and more than 50,000 words of news dispatches to the desks of LIFE's editors.

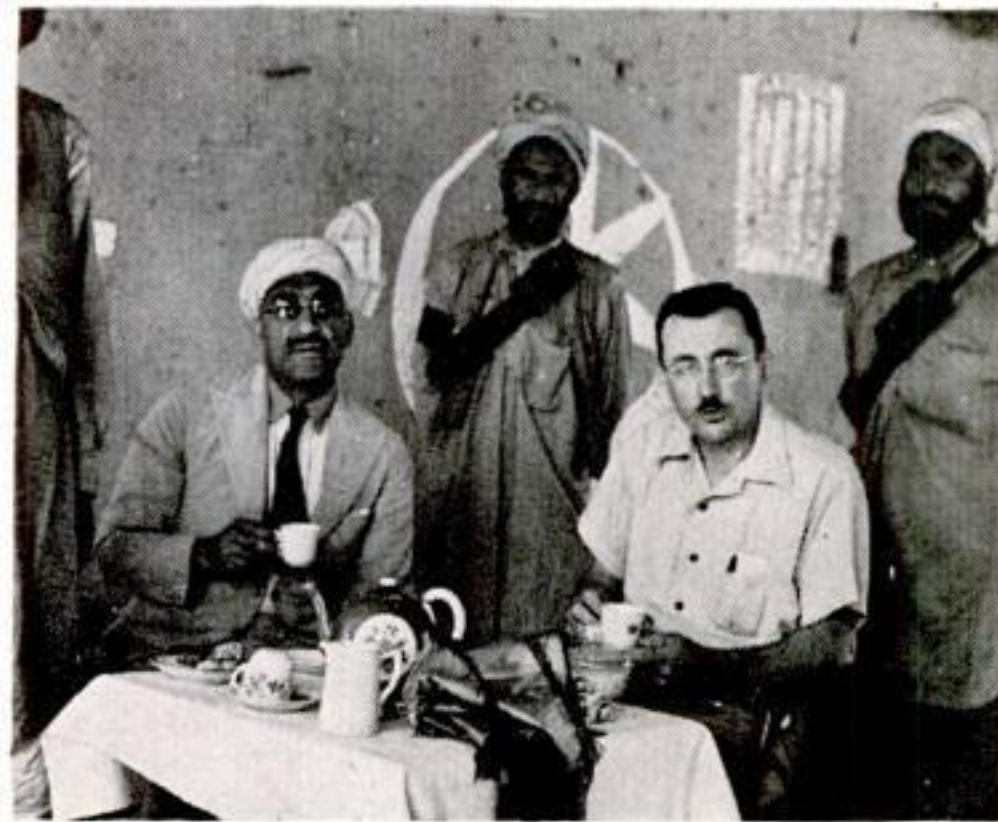
It is through the skill, ingenuity, intelligence, and world-wide teamwork of these men and women in the field, and LIFE's editors, writers, and researchers, that LIFE fulfills its continuing purpose of being the "Eyes for the Minds of America."



Margaret Bourke-White is the only non-Russian or German to photograph the Russian front. Memorable were her pictures of Stalin, the bombing of the Kremlin. She returned from Archangel to England by convoy, flew back to the U.S.



George Rodger, one of LIFE's photo-reporters, is now with British forces in Burma. He took pictures of the American "Flying Tigers" in Burma which appeared recently in LIFE, just spent 20 months in Africa, the Middle East, India.



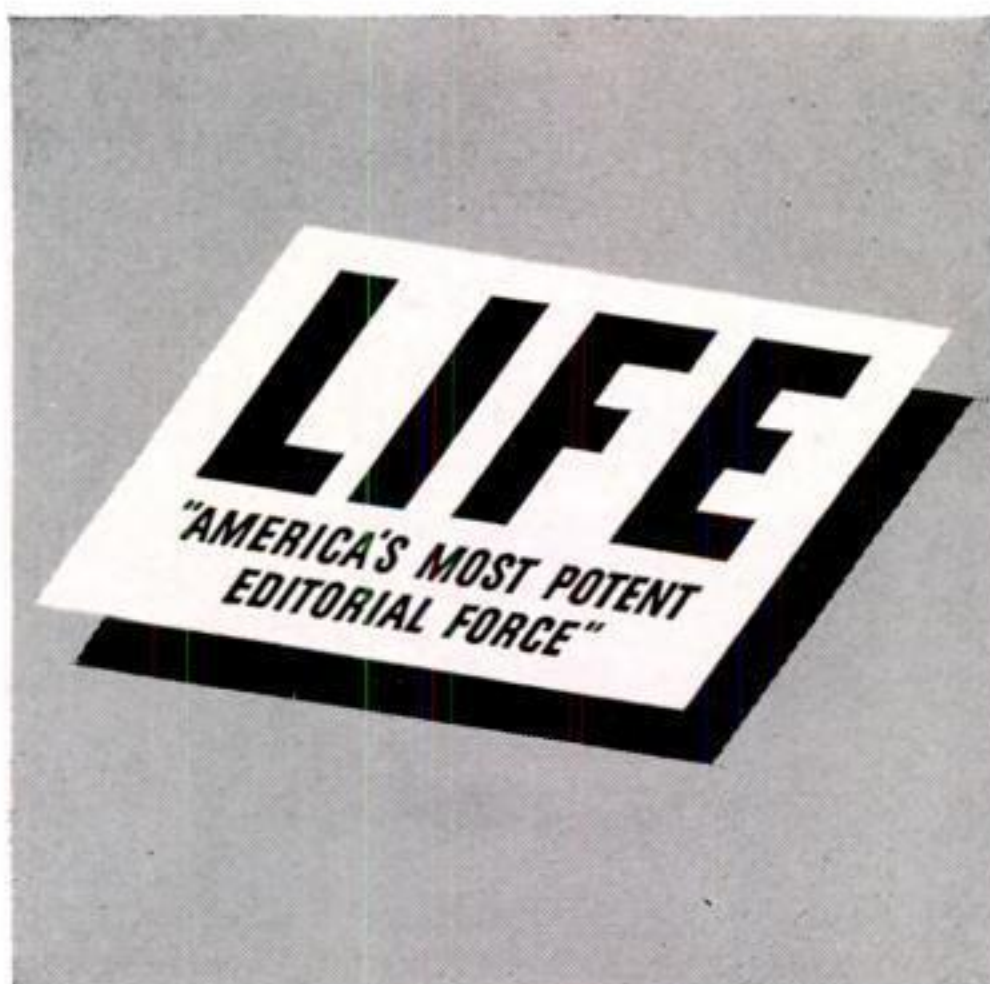
Walter Kirkland returned last month to Sydney to cover the important Australian fighting front for LIFE. Last year he was on assignment in Australia after six months in India where he set a record for pictures taken on one job—over 3000.



Peter Stackpole, who recently spent three weeks on an aircraft carrier taking pictures of the operations of our Navy's air force, was among the first members of LIFE's photographic staff and one of the first specialists in candid photography.



William ShROUT, who did LIFE's recent picture-story on "Florida at War," joined LIFE's staff in 1940 after having set a record by taking 2 out of 3 successive "Pictures of the Week." He covered Wendell Willkie's presidential campaign.





ARM IN ARM, SOLDIERS FROM CAMP CALLAN, CALIF. AND PLAYMATES FOR THE DAY START ON A TOUR OF HOLLYWOOD. LATER ANOTHER STARLET REDRESSED THE 6-5 BALANCE

Life Goes to a Party at Santa Monica Beach

Lucky soldiers and happy starlets play all day

The Santa Fe Streamliner that pulled into Los Angeles Union Station at 10:45 one morning this month deposited there six fortunate young soldiers whom the rest of the U. S. Army can regard only with the grossest envy. On the platform was enough beauty awaiting them to restore sight to a glass eye. Led by pretty Janet Blair, five starlets from Universal Studios had invited the boys on a day's outing in Hollywood. The happy little group piled into a 30-passenger chartered bus outside and drove off to Santa Monica Beach. The starlets took their new friends to lunch, then romped and scampered about the sunny sands with them all afternoon. Then they dined at a Hollywood night club and jived at a roller-skating rink until late at night.

Hostess Janet Blair, a dark-haired Irish singer of 20, born Martha Lafferty, is now appearing in her first movie, a thud and blunder story called *Two Yanks In Trinidad*. Giving a party like this is a regular part of her career, along with her screen test and her studio biography (which notes that "she has a deep academic interest in symphonic music and shares her admiration for Daphne du Maurier with Fibber McGee and Molly"). This is fortunate for soldiers from nearby camps for whom such affairs are most infrequent. For any other soldiers who may be weighing the pros and cons of accepting similar Hollywood invitations, LIFE herewith presents favorable arguments.



JANET BLAIR (IN DIRNDL SKIRT) GETS AUTOGRAPH OF GIANT USHER AT GRAUMAN'S THEATRE

LUNCH AT THIS WATERFRONT CAFE WAS SOLDIERS' FIRST FOOD SINCE 6 A. M.



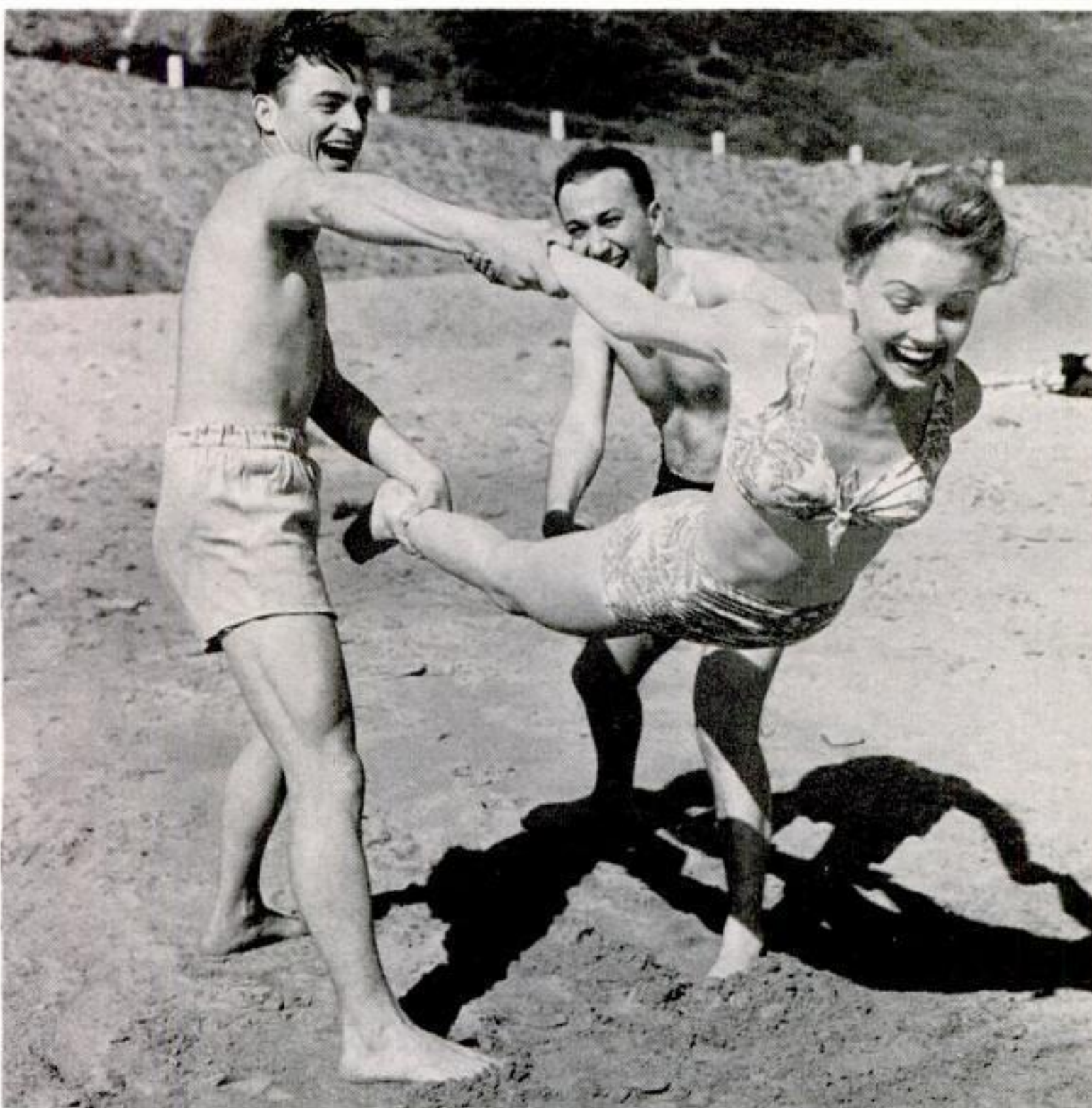
THE MERRYMAKERS DINED AT A HOLLYWOOD NIGHT CLUB. AFTER STARLETS, SOLDIERS LIKE FOOD



AT SANTA MONICA BEACH, THE WHOLE GROUP BROKE INTO A RUN. THE STARLETS, FROM LEFT, ARE MARJORIE LORD, DOROTHY MOORE, HELEN BLIZARD, IRIS ADRIAN, JANET BLAIR



JANET BLAIR SQUEALED JOYFULLY AS SHE WAS BOUNCED UP AND DOWN IN A BLANKET



AS "THE HUMAN CANNONBALL," JANET GOT TOSSED AROUND BY HUSKY SOLDIER GUESTS

AN ATHLETIC AFTERNOON CONTINUED WITH GAME OF LEAPFROG IN FRONT OF COAST HIGHWAY, ABOVE WHICH ARE HOMES OF STARLETS WHO MADE GOOD. IT WAS TOO COLD TO SWIM



AN EYE TO THE FUTURE

by Gil

"NEVER IN ALL MY EXPERIENCE, MADAME, HAVE I SEEN SUCH ATTENTION GIVEN THE COMMON GALOSH!"



How to make your rubber footwear last longer

Follow these four simple suggestions:—1. Put on and take off carefully. 2. Wash outer surfaces after each wearing. 3. Dry out linings in room temperature—away from direct heat. 4. Store in a cool, dry, dark place. Make sure that footwear is free from folds or wrinkles.

It will pay you to pack your winter footwear away as carefully as you do your winter woolens. Remember, a small amount of care will make your rubber footwear last longer.



HOOD RUBBER COMPANY, INC., Watertown, Mass.

RIDE A

Columbia

SINCE 1877 AMERICA'S FIRST

BICYCLE



SEE THE NEW ADULT MODELS AT YOUR DEALERS

THE WESTFIELD MANUFACTURING CO., WESTFIELD, MASS.



GREAT NEW

FLASHLIGHT IDEA

GIVES FREE USE OF BOTH HANDS!

Rex Ristlite snaps on like a wristwatch! Throws 500 ft. beam. A boon to mechanics, car owners, sportsmen, housewives, Army, Navy men! G. E. pre-focused bulb. Light color-

ful plastic. 98¢—wherever flashlights are sold.

FLASHLIGHT COMPANY OF AMERICA
Dept. L, Jersey City, N. J.

ALSO STANDS ALONE
at any angle



98¢
with
Batteries

REX

Ristlite



Life Goes to a Party (continued)



After dinner at the Beverly Tropics, a Hollywood night club, Corporal Louis Grossman of Muskegon, Mich. produced his pipe and got a light from the watchful Janet.



At Janet Blair's home, the trousered hostess and Corporal Joe Neal of Dearborn, Mich. performed a native Hollywood dance in the living room, just before setting out



Everyone went skating after dinner at a big indoor rink. Corporal Joe Neal was instructed in the "Rex Roll," a form of jive roller-skating, by Dorothy Moore and Janet.



for dinner. Behind them, from left, were Corporal William M. Moore, Helen Blizzard, Private James A. Canfield, Marjorie Lord, Iris Adrian and Corporal Richard L. Mills.



HAVE YOU HEARD FRAZIER HUNT'S first-hand reports on men and events in the news of the day? This noted news analyst and roving reporter is heard on the G-E Radio News Program broadcast every Tuesday, Thursday and Saturday evening on the Columbia and the American (FM) Networks.

In Times Like These You'll Want a Radio Like This



As the war weeks roll by, you are going to stay at home more, and you are going to depend on your radio more and more for the news of the day and an ever increasing share of your fun and entertainment.

Make sure you have a radio that will serve you well for the duration—one such as the General Electric radio-phonograph combination shown here. With this G-E Radio you will have fine domestic and powerful short-wave reception, plus the entertainment of the best in recorded music.

Your dealer has a number of other fine G-E Radio models still available, including table models and portables. But make your selection soon, for no more will be built until after the war. Like other radio manufacturers G-E is engaged in "all-out" war production.

NO MORE RADIOS ARE BEING MANUFACTURED—KEEP YOURS IN GOOD OPERATING CONDITION!



RETUBE WITH



Electronic
RADIO TUBES

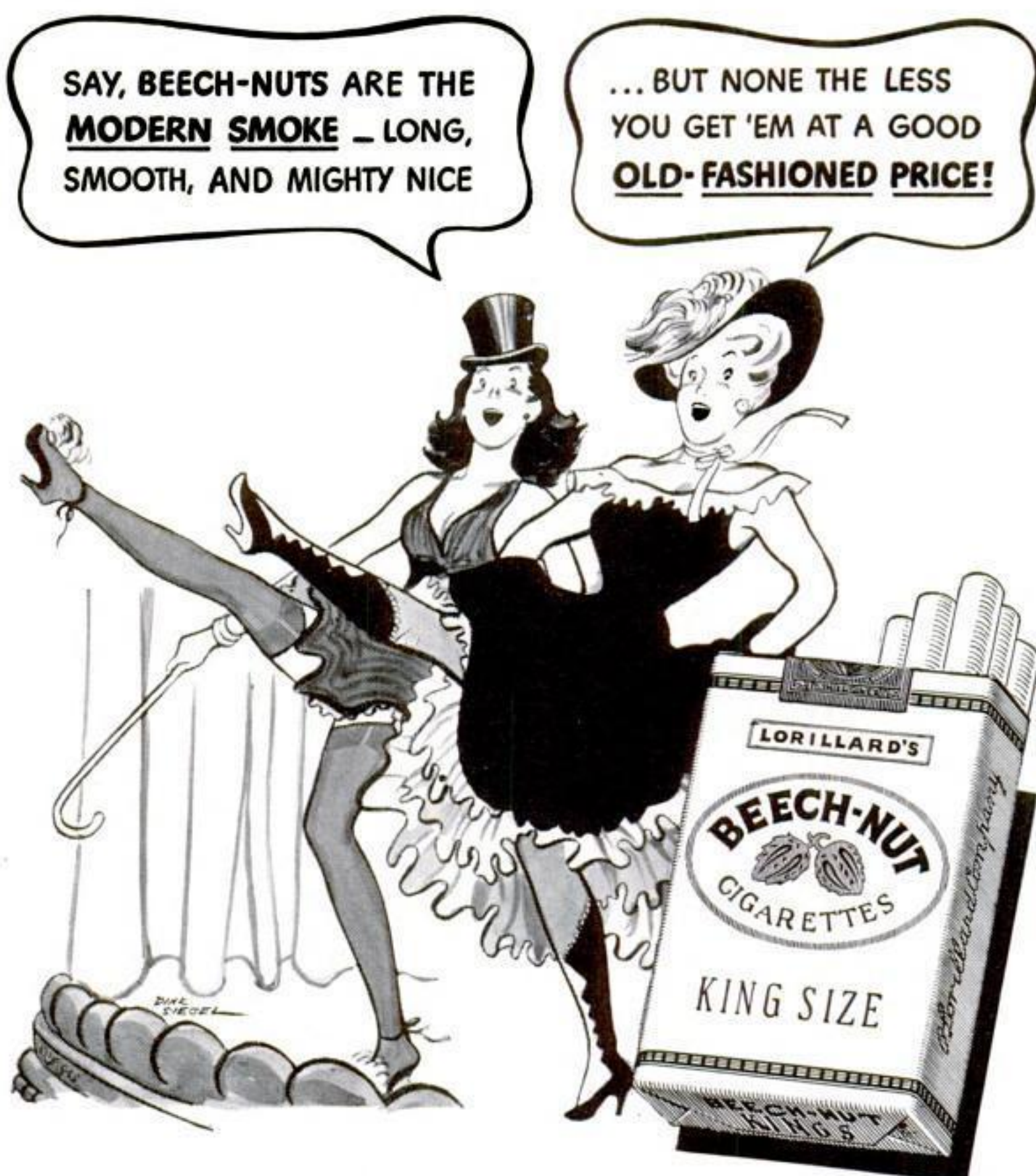
FAMOUS FOR LONG LIFE AND FINE RECEPTION

The General Electric Radio is another product of G-E Electronic Research

GENERAL  ELECTRIC

U. S. BATHROOMS TAKE IT ON SPOUT

To visiting foreigners the most eloquent expression of the luxury in which almost every American lived was the shiny metal and enamel appointments in U. S. bathrooms and kitchens. Under recent WPB rulings, Americans may keep their streamlined kitchen and bathroom gadgets but may not have any new ones. Production of most consumer durable goods using critical metals will be halted May 31. "Durable goods" may



Today's High Cigarette Prices needn't bother you . . . The modern KING SIZE BEECH-NUTS cost you *less*—yet you can't buy a finer cigarette at *any* price! Extra-long, extra-smooth, extra-easy on your throat. Try BEECH-NUTS, today!

PRODUCT OF P. LORILLARD COMPANY

25¢ SHAVES ME FOR 3 MONTHS



You too can save money on smooth shaving with Marlin Blades. Made of the finest steel, scientifically sharpened and honed and

18 DOUBLE EDGE BLADES 25¢
Single Edge 14 for 25¢

Guaranteed by the Marlin Firearms Co.

Now She Shops "Cash and Carry"

Without Painful Backache
When disorder of kidney function permits poisonous matter to remain in your blood, it may cause nagging backache, rheumatic pains, leg pains, loss of pep and energy, getting up nights, swelling, puffiness under the eyes, headaches and dizziness. Don't wait! Ask your druggist for Doan's Pills, used successfully by millions for over 40 years. They give happy relief and will help the 15 miles of kidney tubes flush out poisonous waste from your blood. Get Doan's Pills.

"NO MOTHS CAN LIVE IN MY BLANKETS I SPRAY REGULARLY with FLIT"



FLIT
REG. U. S. PAT. OFF.

FLIT'S THE SPRAY YOU'LL LIKE BECAUSE:

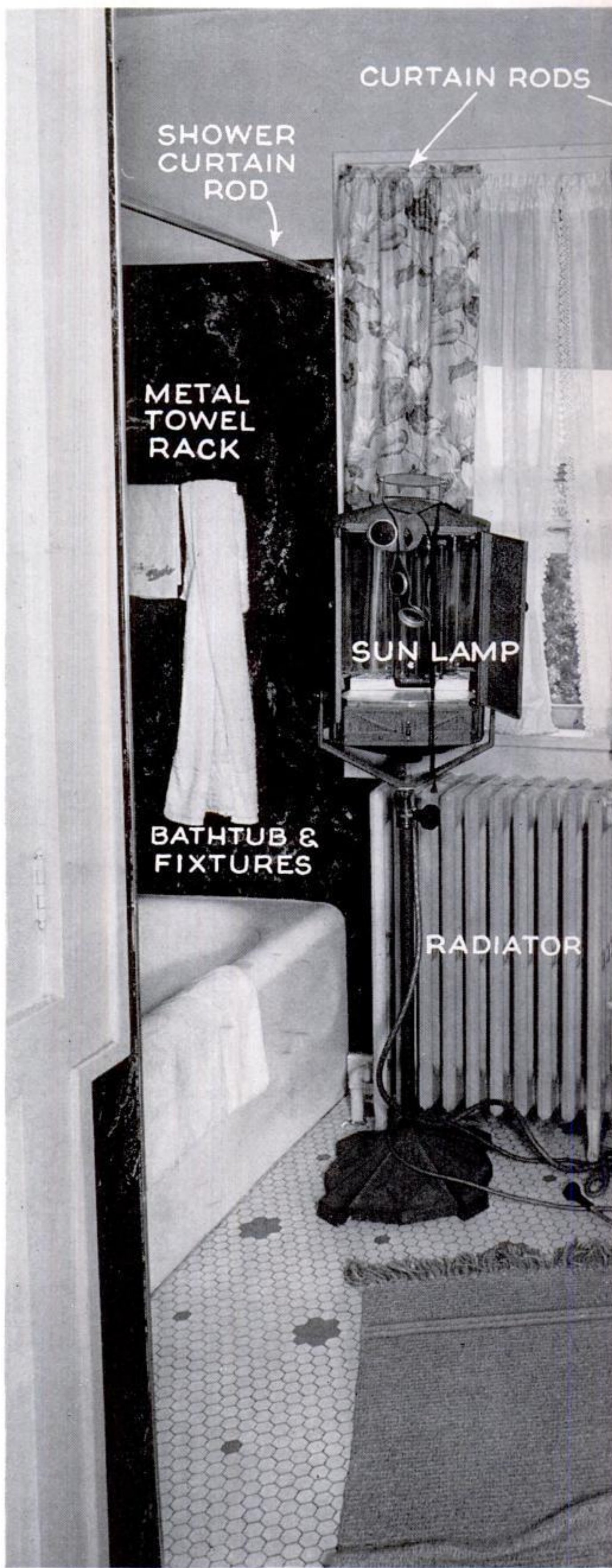
It's quick death to moths, flies, bed bugs, mosquitoes, roaches, ants, and many other household insects!

Flit has the highest rating established for household insecticides by the National Bureau of Standards . . . an AA RATING!

Has a stainless spray when used as directed.

Has a pleasant odor . . . won't harm when used near food!

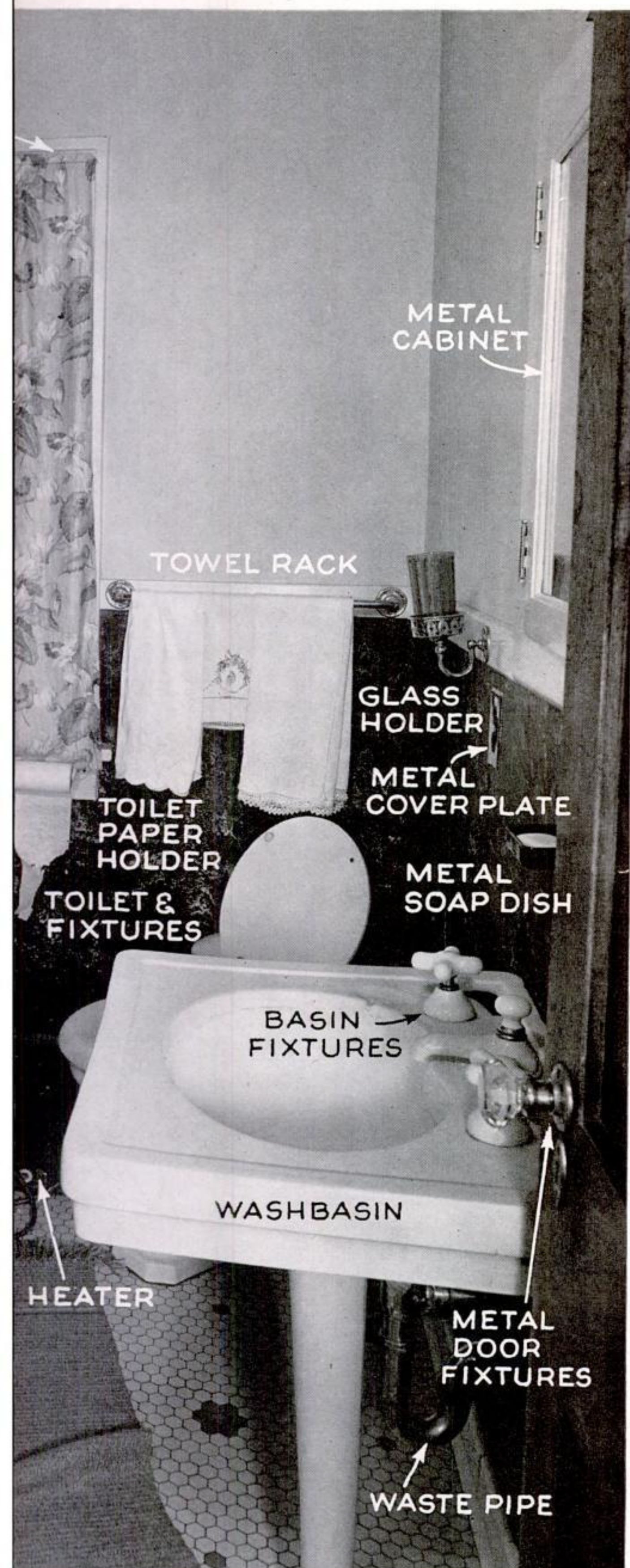
Copr. 1942 Stanco Inc.



WPB RULING AFFECTS ALL ITEMS LABELED ABOVE. THOUGH TUBS, BASINS AND

AS WPB OUTLAWS MOST METAL GOODS

be broadly defined as things which the consumer buys once every two to ten years, like a toaster, a radio, a refrigerator, or once in a lifetime, like a safe or a coffin. Immediate effects of the order on American living standards will be negligible especially since repair parts will be available. Some of the items that will no longer be available when present stocks are exhausted are shown in the photograph below and on pages following.

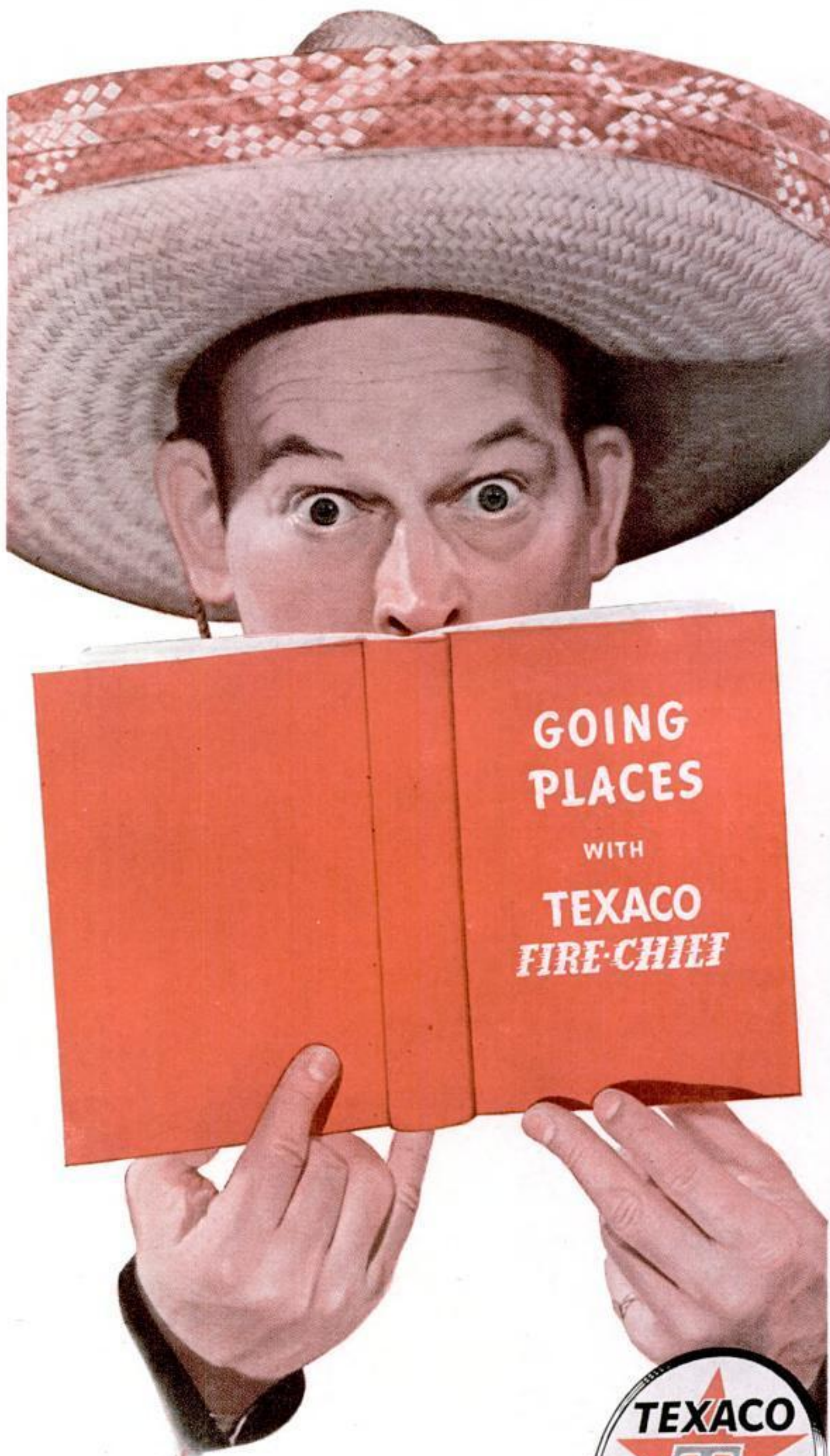


TOILETS MAY STILL BE MADE, PRIORITIES ON MATERIALS HAVE EFFECT OF BAN

CONTINUED ON NEXT PAGE

Fred Allen says:

"THIS BOOK'S GOT ACTION
... the hero uses
FIRE-CHIEF gasoline!"



You're welcome at

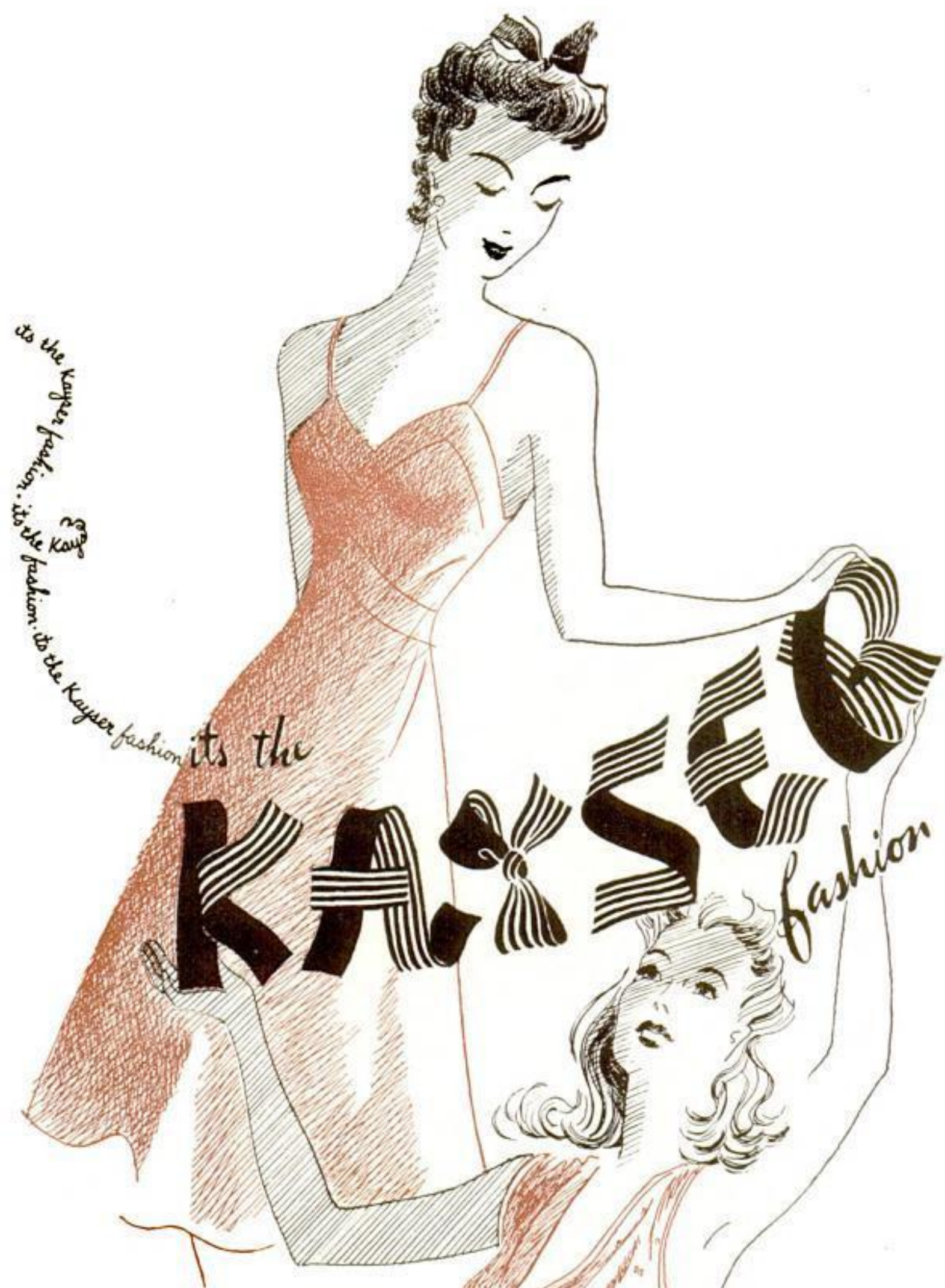
TEXACO DEALERS

There are more than 45,000
of us in all 48 States



TUNE IN FRED ALLEN every Sunday
night. See your local newspaper
for time and station.





THESE DAYS, YOU BUY THINGS THAT LAST!

You buy Kayser rayon jersey because you know that it wears and wears, washes with a sudsy-swish, needs no pressing, fits smooth and unwrinkled — in fact, economizes time and money beautifully. Moulded midriff slip, 2.25. Dot-embroidered gown, 2.50.

(PRICES SUBJECT TO CHANGE)

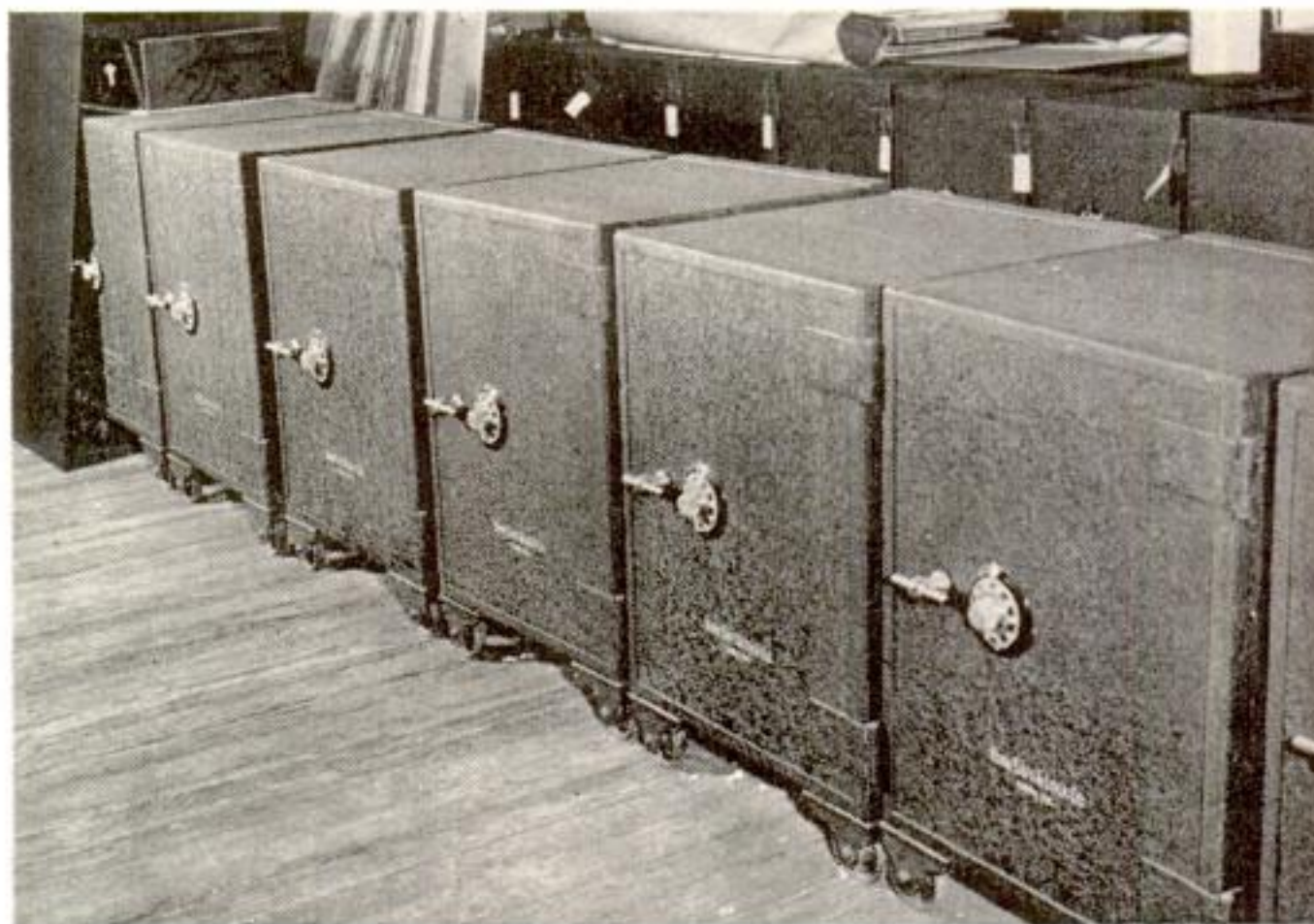
COPYRIGHT 1942 JULIUS KAYSER & CO.



WPB Metal Ban (continued)



WHEN PRESENT STOCKS OF THESE ARE GONE, THE U. S. MUST FIND SUBSTITUTES



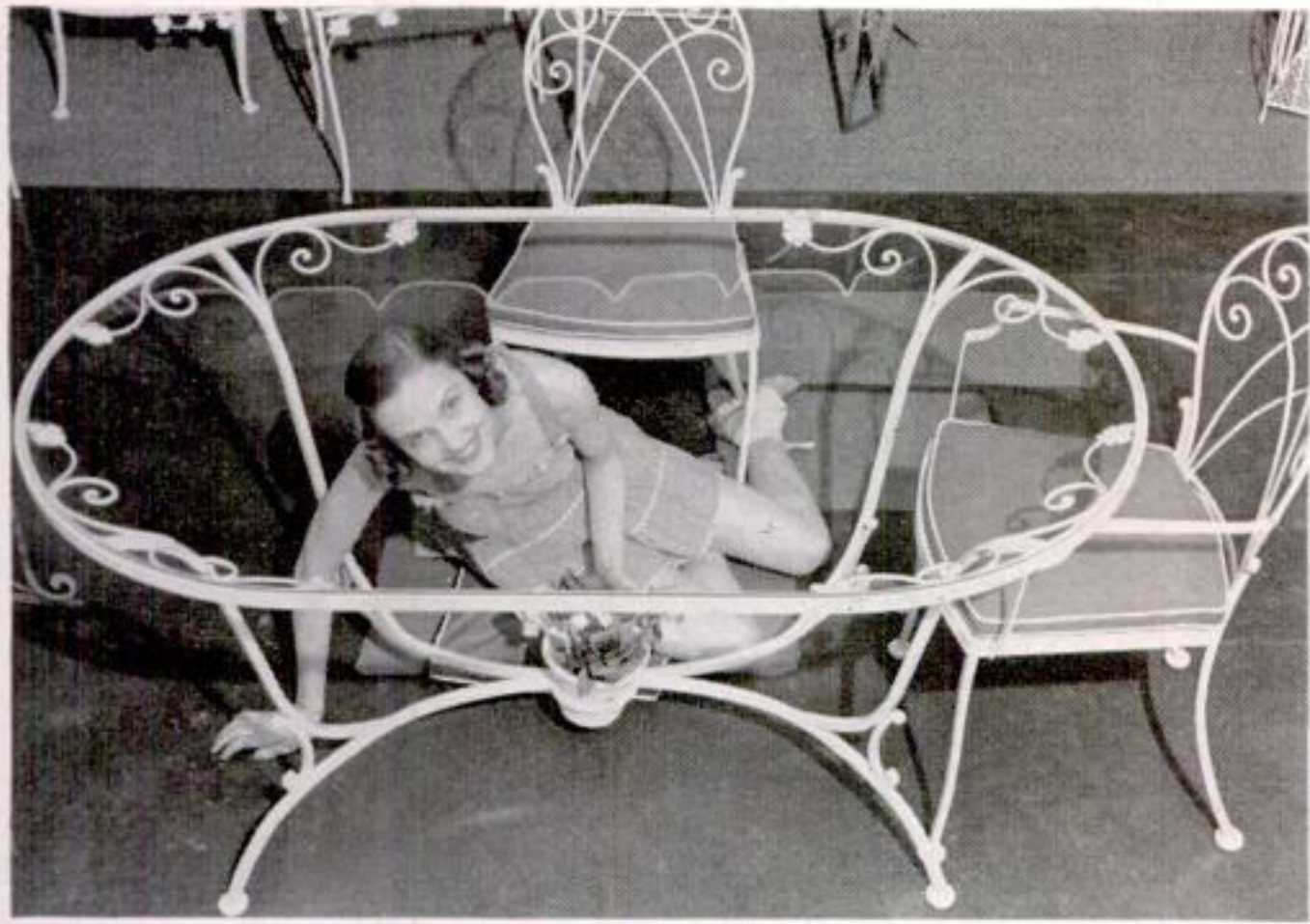
SAFES AND MOST BOXES OF METAL WILL BE OUT OF PRODUCTION AFTER MAY 31



PHONOGRAPHS, RECORD HOLDERS, JUKE BOXES, RADIO RECEIVERS ARE ON LIST



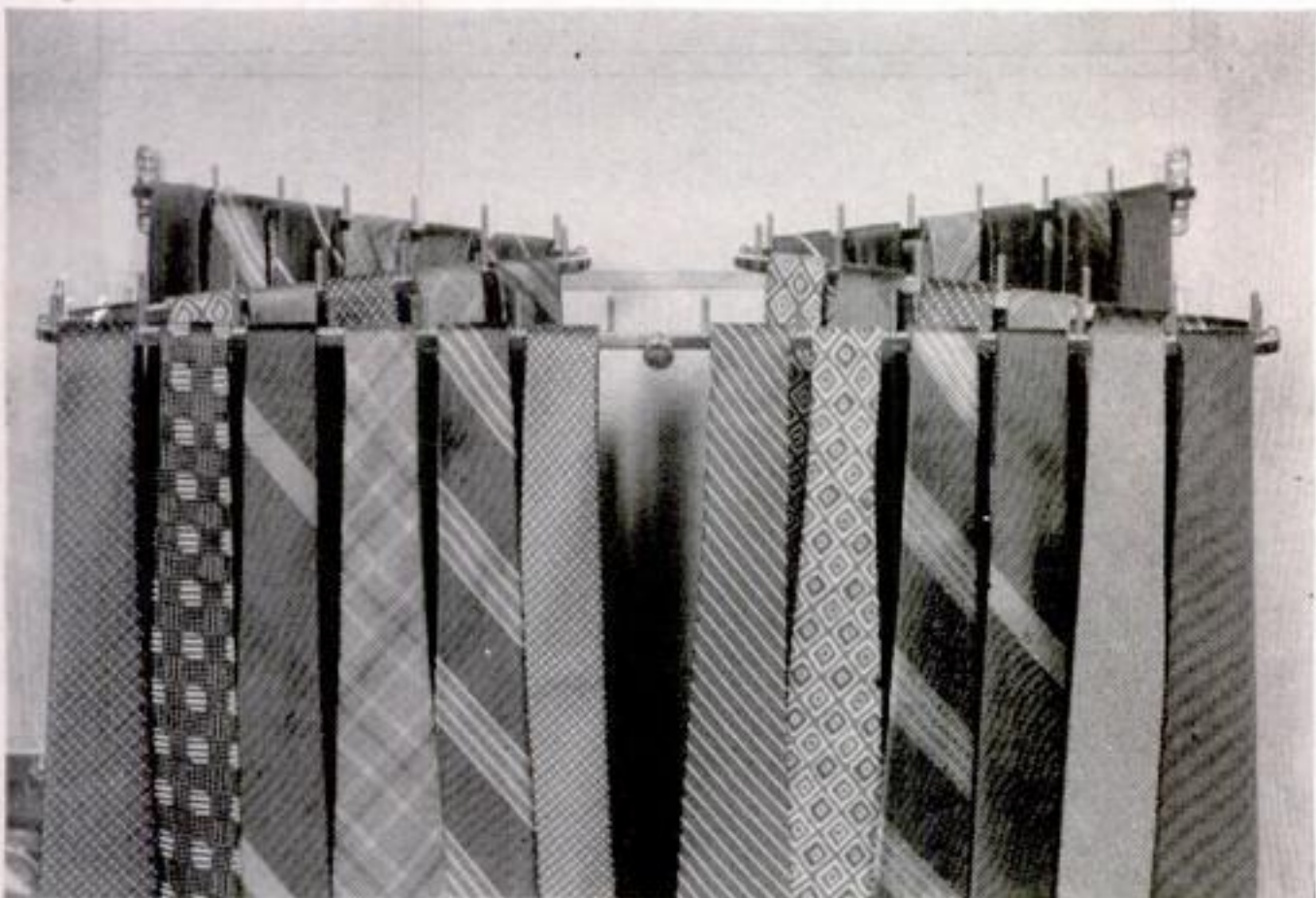
NO METAL (EXCEPT GOLD & SILVER) FOR COFFINS WILL SPEED DUST-TO-DUST



METAL FURNITURE AND GADGETS, FROM TABLES TO HAND MIRRORS, ARE OUT



ALL METAL COIN MACHINES—GAMING, VENDING, WEIGHING—COME UNDER BAN



BANNING METAL TIE RACKS WILL CRAMP STYLE OF MANY CHRISTMAS SHOPPERS



NO MORE SIGNS LIKE THIS WITH WARNING OF DEATH MAY BE MADE OF METAL

DON'T LET INHALING WORRY YOU—



**ALL SMOKERS SOMETIMES INHALE—BUT
YOUR THROAT NEEDN'T EVEN KNOW IT!**

There's a cigarette that not only tastes better — but is proved better for you . . . even when you do inhale!

A vital difference has been found by eminent doctors who compared the leading popular brands. They report that:

SMOKE OF THE FOUR OTHER LEADING POPULAR BRANDS AVERAGED MORE THAN THREE TIMES AS IRRITATING—AND THEIR IRRITATION LASTED MORE THAN FIVE TIMES AS LONG—AS THE STRIKINGLY CONTRASTED PHILIP MORRIS!

Real protection—added to your enjoyment of PHILIP MORRIS' finer-quality tobaccos. No worry about throat irritation even when you inhale!



CALL FOR PHILIP MORRIS

AMERICA'S *Finest* CIGARETTE

QUIET
please!



Shirts should be seen and not heard. The smartest shirt in the world is a white shirt by Manhattan. No frills, no fuss—except the fuss Manhattan makes about making it right! For instance, it's

SIZE-FIXT—your size for keeps. Average fabric shrinkage 1% or less.
MAN-FORMED—designed on living forms and cut to fit your figure.
COLLAR-PERFECT—hand-measured collar in a style to suit your face.

After you're all through experimenting you'll choose the right shirt—a Manhattan white shirt. Why put off the inevitable?

Manhattan
 THE SHIRTS THAT BELONG IN YOUR WARDROBE

PICTURES TO THE EDITORS

CHATTANOOGA STRONG BOY

Sirs:

Master David Delano St. Clair is getting famous down Chattanooga way. David is only 11 months old and he doesn't talk yet, but he has been astonishing the neighbor folk since the age of three months, when he started a career of amateur gymnastics and strong-man stunts. David keeps in trim by such feats as hanging with his tiny hands from a stick, swinging around his dad's head in a horizontal circle, chinning himself and carrying around a couple of 8-lb. smoothing irons.

Tales of his strength and courage have brought press, radio and movies down to Chattanooga to watch and wonder, while

advertisers clamor for testimonials. His parents refuse all commercial offers, however, and they object strenuously to people tagging such nicknames as Tarzan and Little Superman on their son. The name David, they say, is quite appropriate and the Delano is for the President.

Here is a picture of David and his father, M. O. St. Clair of Chattanooga, Tenn., taken during a Sunday afternoon drive. Dad is helping David get a better view of the Tennessee valley, a thousand feet below. It's all in a day's play for David.

M. A. SEVERANCE
 Chattanooga, Tenn.





GUESTS notice a dingy, untidy toilet bowl, even though they don't mention it. Unsanitary film collects all the time on toilet bowls. Don't wait till toilets are streaked and smeared. Clean them at least twice a week with Sani-Flush. Remove rust, film and incrustations. No unpleasant work.

Don't confuse Sani-Flush with ordinary cleansers. It cleans chemically. Purifies the hidden trap. (Also cleans out auto radiators thoroughly.) *Sani-Flush is absolutely safe in septic tanks, toilet connections and auto cooling systems when used according to directions on can.* Sold everywhere in two convenient sizes. The Hygienic Products Company, Canton, Ohio.

Sani-Flush
CLEANS TOILET BOWLS
WITHOUT SCOURING



Durham Blades

the finest made!

Hollow ground! Leather stropped! Twice heavier, twice wider, than ordinary blades. No wonder they're tops for tough beards. And don't let first cost fool you! You get many more shaves per blade. So Durham costs less in the end. Try this finer blade in either type razor shown.



DURHAM ECONOMY KIT: Your choice either type razor, 10 heavy-duty blades, leather strop to keep them keen, brushless cream, compact case with room for other items. Special \$2.50, postpaid.

DURHAM DUPLEX RAZOR CO., Dept. L, MYSTIC, CONN.
Also makers of Enders Speed Shaver

NAIL CLIP FOR BUSY MEN!

Clip nails quickly, easily, smoothly. Extra leverage. Demand Wigder. At drug, cigar, and 10¢ stores.

Wigder
NEWARK NEW JERSEY



Quick Relief 3 Ways For HEADACHE-NERVES-STOMACH
Fast, Reliable. It's so easy to take! Deliciously cool mint flavor. Alert today - Alive tomorrow. No Analgesics. (*Use as directed on label. For persistent or recurring symptoms, see your doctor).
BROMO-MINT TRIAL SIZE ONLY 10¢
TRY IT TODAY - NOW



PICTURES TO THE EDITORS

(continued)

BOOGIE-WOOGIE BABY

Sirs:

Charles Coleman Pickard is learning swing at the age of 6 months. Charles can't sit up under his own power yet, but it was a simple solution to tack a board to the piano bench, run the board up through his rompers and tie a sash around Charles, board and all. He conducted himself like a poised pianist, even had music spread out before him, but the selections he played were entirely of his own composition.

EDNA NISSEN

Cedar Rapids, Iowa



April showers awaken flowers . . .
but Briggs' choice golden tobaccos
sleep on undisturbed
in fragrant casks of oak,
season after season, until all harshness
turns to bite-free mellowness.

Briggs is cask-mellowed for years
. . . (longer than many luxury-priced
blends) . . . to create a miracle
of rare flavor . . .
a supreme pipe treat
for only 15¢
a tin.



CASK-MELLOWED EXTRA LONG FOR EXTRA FLAVOR

NO STOCKING WORRIES
FOR ME! NOW I GET UP TO
20% MORE WEAR!



Heed Miss Ivory Snow's Warning...



EVERY DAY YOU PERSPIRE
AT LEAST A PINT—AND
**PERSPIRATION
IS ACID...**
ACTUALLY **EATS** STOCKINGS!



**ONLY IVORY SNOW
COMBINES BOTH
THESE ADVANTAGES**

1. It is pure, white soap made under a patented process in tiny "snow-drop" form...
2. It dissolves like a flash in cool water—about 4 times faster than any popular soap in this form.

No wonder Ivory Snow acts so safely, so surely against acid perspiration, to help stockings last far longer!

ONLY IVORY SNOW combines
2 great advantages you'll want in
fighting this daily menace!

• Today, more than ever before, you need to be on guard against the danger of acid perspiration... you want all the wear your stockings can give you! So avoid careless washing methods—use Ivory Snow care after every wearing. You'll get up to 20% more wear.

But, we urge you, use *only* Ivory Snow. For only this different soap combines 2 important advantages (see left). Ivory Snow is not a flake, not a powder. It is made in dainty "snowdrops" to explode into rich suds in 3 seconds, even in *cool* water.

And how quickly those gentle, thorough suds act to rid stockings of acid perspiration and other soil... to help you get up to 20% more wear!

WANT LOVELIER HANDS IN 12 DAYS?

If your hands are red and rough from using one of those strong laundry soaps—change to pure Ivory Snow for all your dishwashing. It cuts grease as fast as the strongest washday soap. And in just 12 days you'll get softer, smoother hands!



RICH SUDS IN JUST 3 SECONDS—EVEN IN COOL WATER! 99% PURE

PICTURES TO THE EDITORS

(continued)

CAPPING THE CAPITOL

Sirs:

When my wife gets out her camera it's a signal for the world to stop and kindly step aside please so that she can get a better view of her subject. Recently we made a trip to Washington, D. C. My wife thought it was a heaven of still lifes—monuments and memorials, a statue on every block and, of course, the Capitol dome.

Here is a picture she took of me holding

the Capitol building in my hand. My wife was getting set to photograph the dome, but the fountain on the left was obstructing her view. So she said, "Joe, move that fountain out of the way so I can get a clear view of the Capitol."

I said, "I'll do better than that—I'll move the Capitol." She snapped this picture as I was quickly putting it back in place.

JOSEPH GRAHAM HAWORTH
New York, N. Y.



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WHEN THE GREAT ADELINA PATTI THRILLED TO A GREAT COFFEE!

January 8, 1894—Adelina Patti sings in Nashville, Tennessee! Society thrills to her mellow, flute-like tones . . . her sparkling cadenzas. And, at the Old Maxwell House, Patti herself thrills to the mellow, sparkling coffee that is the high note of its famous hospitality!



Now Glorious Extra-Flavor Coffees—Bucaramangas...Manizales ...Medellins—Make Maxwell House Richer Than Ever!

YES, TO COFFEE sophisticates, these are known and very great names! For they designate the proud coffee groups cultivated on the volcanic upland plateaus of Latin America—where special qualities of soil, rain and sunshine do special things to flavor. Here flourish Cumbres, Libanos, Hondas of the full-bodied Bucaramanga group . . . mellow Manizales . . . rich Medellins . . . winy Central Americans. Each type, selected at the peak of the crop, adds its characteristic enrichment to the superb Maxwell House blend.



THOUSANDS OF MILES—by mule pack, aerial cableways, river boats, narrow-gauge railways, freighters—come the premium coffees so carefully blended in Maxwell House. Shipments are limited, of course—but Maxwell House buyers are able to secure ample stocks. So why not treat yourself royally today—ask your grocer for Maxwell House Coffee!



"RADIANT ROAST" brings all the rich goodness of the Maxwell House blend to the very peak of its flavor. This remarkable process provides that only heat—no flame, no fumes—reaches the coffee. It was especially developed to avoid bitterness of flavor due to over-roasting, or weak coffee due to under-roasting. Uniform, penetrating heat roasts each bean evenly—all the way through.



A Product of General Foods

GOOD TO THE LAST DROP!

3 SCIENTIFICALLY CORRECT GRINDS

Clever women know different coffee-making methods call for different grinds. So Maxwell House offers 3 correct grinds—each ground *uniformly* by precision grinders. This eliminates crushing, unevenness, and *wasting* involved in store grinding. You get *better coffee* by using the right Maxwell House grind—and you may *save money*. Note directions on labels . . . Drip and Glass-Maker grinds give you the *same richness from less coffee* than if you used Regular grind for these methods.



*** Fanny Brice as "Baby Snooks," Frank Morgan, "Daddy" Stafford, Meredith Willson's Orchestra in MAXWELL HOUSE COFFEE TIME . . . Tune in every Thursday evening, NBC Red Network

LUCKY STRIKE MEANS FINE TOBACCO!

One in a series of notable paintings of the tobacco country by America's foremost artists



A "stick" of tobacco ready for the market. Painted from life on a Carolina farm by James Chapin

WE PAID 40%* MORE IN LAKE CITY, S. C., TO BRING YOU Milder, BETTER-TASTING TOBACCO!

MILLIONS of smokers like yourself know that a cigarette is only as good as the tobacco that's in it...and not one whit better.

That's why the makers of Luckies pay the price to get the milder, better-tasting leaf, all over the tobacco country.

Just as an example:—At the tobacco auctions in Lake City, S. C., this season, we paid 40% above the average market price. Yes, 40% more, so you could enjoy milder, better-tasting leaf in your Lucky Strike.

This was in no way unusual. We paid well above the average market price in every one of 119 markets last season. And the *best* we buy goes into Luckies.

To independent tobacco experts, Lucky Strike *means* fine tobacco. With these men who know tobacco best—auctioneers, buyers and warehousemen—it's Luckies 2 to 1.

In a cigarette, it's the tobacco that counts. Remember that...and next time you buy—act on it...ask for Luckies!

*Based on average market price, U. S. Department of Agriculture.



WITH MEN WHO KNOW TOBACCO BEST—IT'S LUCKIES 2 TO 1